

# VARIETY

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64 PAGES

## NRA ON TALENT SALARIES

### Will Ask Papers to Omit Location Of Services for Film Stars in Future

In future it is likely that the New York press will be asked to refrain from printing the location of services to be held for deceased screen celebrities. Plan follows the exhibition by the public, both at the chapel and cemetery, during the rites for the late Lilyan Tashman. It is proposed to go to the Hays office in the matter.

The morbid curiosity of the crowd almost led to fights between those riding in the funeral cortege and the sidewalk gawkers who climbed on running boards and opened doors seeking autographs. The crowd outside the chapel applauded as celebrities arrived for the services and at the burial ground many stood around smoking, besides which women plucked flowers from the casket and almost fell in the grave in the rush.

When the crowd outside the chapel realized their antics were resented, some replied by crying, "We make these movie stars, you can't keep us out!"

Services for Miss Tashman were held Friday (23) at the Universal Chapel in a room accommodating about 100. Interment was in the family plot at Washington Cemetery, Brooklyn. There were no pall bearers. Bert Lytell and Horace Braham acted as ushers.

Rabbi Sidney H. Goldenson, of Temple Emanu-El, officiated with Eddie Cantor delivering the eulogy.

Miss Tashman died suddenly last Wednesday afternoon (21) in the Doctors' hospital, N. Y. As a house guest of Marion Tiffany Sapotis, Miss Tashman had previously told her hostess and her husband, Edmund Lowe, that she was going to visit friends in Connecticut for a couple of days. Instead of which she entered the hospital. Causes were given as the result of a tumorous condition. Miss Tashman's age is variously placed at from 33 to 42.

Both Miss Tashman and her husband had just completed work on "Frankie and Johnny," an independent picture made in New York, and were set for personal appearances in the film houses.

Besides her husband, Miss Tashman is survived by several sisters. Mr. Lowe leaves for the Coast to-day (Tuesday) to look after the estate.

### Yale Road Show

New Haven, March 26.

Yale students have organized a stock troupe to tour to the Coast next summer.

Company, managed by James W. Miller and directed by Arthur Kuhlman of Yale Drama School, will do revivals in one-night stands west to Cal. and south to Mexico.

### No Legit, Amateurs Flood Vt. Theatres

Burlington, Vt., March 26.

Lack of stage attractions has resulted in this State being overrun with amateur troupes. Nearly every community organization that puts on a home-talent show takes to the road and plays every available theatre and hall within a wide radius of its own town. So many around right now that a professional legit troupe would have hard work finding a place to play in the smaller towns. And the amateurs are making money at it.

Last year at this time about 18 shows of various types were barnstorming through Vermont with the advance guard collecting some real money.

### Contract Bridge in Rockefellers' R. C. Amusement Plans

A 'contract bridge capitol of the U.S.' on the 65th, glass-enclosed floor of the RCA building in Radio City is among the Rockefellers' plans for expansion in the amusement line. Rockefeller interests are negotiating with Mr. and Mrs. Ely Culbertson to transfer all their activities to Radio City and take over the Rockefeller bridge project on a percentage basis.

The bridge idea is just one phase of the Rockefellers' proposed Recreation Center which has been allotted the entire space on the 63d, 64th and 65th floors of the RCA building. Additional plans will take the Rockefeller into the restaurant business, and also into the realm of 100-a-dance public hoofoology.

Whole project to be ready this summer, is under direction of Frank Darling, former director of Playland Amusement Park, Rye Beach, N. Y. He is handling the negotiations with the Culbertsons as well as laying out the bridge, eatery and ballroom plans.

Proposed layout is understood to call for the dancing on the entire 63d floor, several types of restaurants on the 64th and bridge on the 65th. There will also be space for billiard tables on the top flight.

Bridge plan is said to chiefly involve public and private instruction, but the reported desire is also to make the 65th floor under Culbertson's direction the home grounds for the important contract tournaments, with the whole thing carried out along showmanship lines.

### THINK AUDIENCE SIZE TO GOVERN

Radio's \$5,000 Weekly Wage  
Okay in View of 10,000-  
000 Audience—\$3,000 a  
Week Likewise Oke for  
Films Having 1,000,000  
Paying Admissions—Legit  
Pro Rata, Et Cetera

#### SWEEPING SURVEY

The entire show world may be affected by the report, ostensibly on films and Hollywood, which the NRA is expected to present to President Roosevelt any day. Unification of certain functions and regulations in various departments of all branches of show business, such as labor, for one, was being speculated over the weekend in high amusement circles. Close aides to the Divisional Administrator, while conceding this and several highlights likely, steadfastly refused Monday (26) to reveal any official pre-knowledge of the already bulky report, estimated by some to number 500 pages of typewriting which the NRA is now completing as the first digest of the amusement business.

Formally the report is not due until April 1, but film codifiers, informed that the vast work of sifting industry salaries, statistics and

(Continued on page 63)

### MET TESTS SMALLER R. C. HOUSE FOR OPERA

Metropolitan opera company made a test at the RKO Center, smaller Radio City theatre, last week to get a line on the acoustics and general physical adaptability of the house to grand opera.

Test was handled by Walter Damrosch, conducting a 40-piece orchestra and a large vocal chorus. Meantime it's practically set for Max Gordon to go into the RKO Center as a legit producer early next fall with "Walizes From Vienna."

Under the proposed deal Gordon would take over the theatre with his own crew, show to be staged by Max Gordon. Gordon leaves for Europe next week and will make the concluding negotiations for the American rights to the musical extravaganza over there.

Gordon considered the show on his own about a year ago. But turned it down at the last minute in the belief it was too big a production for this side. R. C. theatre has been considering "White Horse Inn," another extravaganza musical, but is understood to have given that up as too involved in production rights.

### Revolt in Younger Ranks of Equity; Seek Clean Slate, New Councillors

#### High-School Columnists Take Beating, Banning

Toronto, March 26.  
Following an epidemic of fights that have resulted from sassy paragraphs, the ambitions of high school gossip columnists here have been nipped in the bud by Dr. C. C. Goldring, superintendent of schools, who has decreed that henceforth such columns are out.

School mags will continue, but, in view of the serious injuries sustained by some of the youthful combatants, personal jabs are banned.

### How U.S. Consular Agents 'Stooge' in Hollyw'd for Data

Hollywood, March 26.  
A hotel goes up in Belgrade. A clerk in the American consular service there gets hold of the blue prints of the building. He turns them over to the consul and they are sent back to the Motion Picture Division of Federal Trade Commission at Washington, and in turn they reach research files in Hollywood.

Some day a picture company will want to film a scene in a Belgrade hotel. The blue prints will be of immeasurable help to a studio and they will be dragged out of the files, now a part of the Hays office service to the majors.

Make-believe and makeshift no longer go in Hollywood. Too many picture fans are quick to pen sarcastic letters to the studios if details in film scenes are not correct in every essential.

Behind the screen research is one of the picture industry's most important elements today.

Since the Producers' Association has instituted a research department of its own, to enhance the work of the individual studio departments, even the government has been recruited to help in keeping those fan-squawking letters out of Hollywood.

All American consuls and attaches do their bit to keep Hollywood.

(Continued on page 58)

### Stock Out, Socks In

Minneapolis, March 26.

For 18 years the Shubert-theatre here has housed dramatic stock and road attractions.

But the dramatic stock has departed permanently, and now in its place there are popular priced boxing programs weekly.

Most spirited meeting in Equity's history, since the strike of 15 years ago, was staged in the Astor Friday (23) and the expectation is that an opposition ticket for officers and members of the will mark the election late in May. Indications are that the younger actor element in Equity aims for a clean slate—an entirely new set of officers and fresh representation in the Council.

At the start of the session resistance to the chair was akin to a revolt and it looked like the meeting would be 'out of hand.' At least one-third of the 600 members present was conceded being with the younger group, which appeared to have become fairly well organized. There were hot comments from the floor and some tart rejoinders from the platform.

Meeting's purpose was to name six of the nine members who form the nominating committee, but a number of other issues were injected, with the platform unable to steam-roller the gathering. Actually, the independents elected three persons to the committees, although they put six into the balloting.

#### Test of Strength

Test of strength between Equity's present regime and the younger element appeared to end about even, but with Equity's Council naming three of its group to the committee, (Continued on page 55)

### Loew Asking Public's Okay Before Accepting Tab 'Of Thee I Sing'

Contemplating playing a tab version of "Of Thee I Sing," the Loew Circuit is taking the precaution of sounding out public opinion in advance, admittedly apprehensive that the political satire might be considered an attack upon the national administration.

Canvass is being made by theatre managers in circuit towns. They are contacting newspaper publishers and critics.

One Syracuse, N. Y., commenting upon the canvass, observed, "that mental attitude isn't quite in keeping with the Spirit of '76."

### For Lower Sidewalks?

Budapest, March 26.

Midgits are organizing a world association, with a view to holding an International Congress of Dwarfs in Budapest next year.

In Budapest representatives say there are 15,000 of them in various countries and they must be organized to safeguard their common interests against those of tall people.

# ADULT SERIALS' COMEBACK

## WGN, WOR Interchanging Facilities For Mutual Plugs on Even Swap

March 26.  
Getting together in a co-operating agreement WGN in Chicago and WOR in Newark have set up a mutual advertising plan whereby they interchange facilities for mutual plugging over the air. Each station goes on the air once weekly for 30 minutes of advertising for the other transmitter. No money being switched, both stations paying off by the mutual interchange.

For instance, the show on WGN which starts this week will merely state that the program is being presented by WOR, Newark, and plugging it as the leading indie station of New York and New Jersey, and going into a regular sales talk of its coverage. And closes by asking all interested to contact the WOR representative in Chicago, William Hambeau. WOR, on its side, comes through with a similar type program. Show part of the programs is composed of the studio orchestra.

Both WGN and WOR are independent stations with no official chain affiliations, although WOR is cordial with NBC.

## Six Acts Off Chi NBC Artists List in Second Shakeup Since Jan.

Chicago, March 26.  
Another shake-up in the NBC program department sloughs off a number of performers. On the out are the Nell Sisters, the Merriemans, Tony Cabooch, Dick Teala, and Sara Ann McCabe. Reinhold Werrenrath also leaves the artists bureau, but that's merely a matter of routine, with Werrenrath accepting a couple of weeks sustaining as a gesture.

This makes the second cleanout since the first of the year. But little being done on the replacement. Program department's ideas for new setup are some original items as a 'good' male quartet, a 'good' soprano and so on down the line. Auditioning like mad but nothing new yet.

## FRED WESTON GETS WCAE MANAGERSHIP

Pittsburgh, March 26.  
Fred A. Watson, for last two years advertising manager of Pittsburgh 'Sun-Telegraph', Hearst daily, has just been named manager of WCAE, Hearst radio station here. He succeeds Jesse L. Kaufman, who leaves immediately for New York to take over an executive post with the Hearst Radio Service. Weston's appointment came as something as a surprise, since his name had not been included previously in the list of candidates prominently mentioned for the job.

Although Kaufman's resignation took place couple of months ago, he has remained in active charge of WCAE since then due to inability to decide upon a successor. Before going to 'Sun-Telegraph' Weston was advertising head of Kaufmann's department store here.

He takes over his new duties at once. No other changes in station personnel planned.

## Legit Vet Kettering Joins NBC Production

Chicago, March 26.  
Ralph Kettering, the Chicago legit veteran, joins the NBC production department.

Kettering, formerly operating the Adelphi and the Illinois theatres in the loop, takes up a regular schedule on the production staff under Clarence Menser.

## Eliminate A. T. & T.

Chicago, March 26.  
WCLF, the Federation of Labor station, expects to have its new 5,000-watt transmitter out in Downers Grove in operation by Labor Day. And will stick to a policy of conducting its shows from the studio to the transmitter without using A. T. & T. wires. Programs will be slipped on the transmitter, some 40 miles out of town, by means of re-broadcast on a short wave.

## PHILADELPHIA A FARM TOWN!

Philadelphia, March 26.  
Largest time account landed by WCAU in the station's history, was snared by Bob Street, manager, after a flying leap to Chicago to close a deal with United Remedies. Contract calls for six and a half hours a week for a full year, using two half-hour daily transmissions. Shows are Pinto Pete and the Pickard Family, airing at 12:15 and 4:00 p.m., respectively, every day. Programs plug line of patent medicines popular in the mid-west.

Argument with the client on the penchant for hill-billy stuff brought the retort that product hits at farmers, and there are as many farmers in Philly as there are in Kansas. Remark must be true, because the new shows are drawing heavy.

## DAVID SARNOFF'S LIGHT ONCE OVER

David Sarnoff joined Mecca Temple, the New York body of the Mystic Shriners, Tuesday (20). He had been elected to the January class, but was unable to attend then, so he footed the hot sands last week.

He was playing in luck, for there was a small class and the initiation was light.

## E. E. HORTON ON SHELL

Angels, March 26.  
Edward Everett Horton does a comedy skit tonight (26) the Coast CBS Shell Show.

He's the film guest star the night.

## ies Coronado Shortwaves

Lilli Coronado, singer in four languages, will comprise a full hour's shortwave program to South America the night of April 18 over WGY, Schenectady.

Mies Coronado formerly broadcast over WMCA.

Pat Kennedy can't stop talking about that forthcoming marriage in June.

Myron MacCamley, office manager of KGW-KFX, Portland, knows times are improving, because a number of accounts are paying in advance, and according to MacCamley, that is something.

William M. Brandon, Davenport, Iowa, secretary and treasurer of WOC-WHO, Des Moines, is slated as the next president of the Davenport Rotary club.

Consumers' Research bulletin for March classifies a dozen of the leading radio receiving sets according to the technical analysis of CR engineer.

## MAYBE REVIVAL IN THE AUTUMN

Omens Indicate Dramatics May Be Restored—Eliminated Because of Variety Shows—Talk of Air's Need for Better Acting, Writing

### COLWELL IDEA

dramatic acting and writing for the radio lies in the direction of revived sponsorship for adult serials. This appears to be the conclusion of those who believe the elimination of radio dramatics has removed an element of diversity the air needs.

VARIETY publishes this week a story of the rising costs of one-time booking of dramatic stars on guest programs. That development fits naturally into the question of reviving adult serials and securing these dramatic stars at prices an ordinary sponsor could afford.

What applies to name actors and actresses applies to established playwrights. Only financial arrangement that can possibly attract the type of author that radio has almost never used is to serialize either original stories or radio adaptations of published best-sellers, etc.

There is some discussion at the present time over the practicability of radio adapting semi-classics by Jack London, Rupert Hughes, Richard Harding Davis, etc.

Network program departments and others are known to be mulling over the idea of trying to revive night time dramatics. Meanwhile VARIETY has a candid expression from an advertising agency executive.

Sluff-off in the adult brand of serial show which has marked the current broadcast season impresses Robert J. Colwell, continuity authority for the J. Walter Thompson agency, as just a temporary condition. He thinks that the installment idea of dramatics is due for a strong comeback next season. Colwell is of the opinion that they'll come back bolstered by outstanding stage names.

Current season hasn't produced a single adult serial show of click proportions. Fairly successful have been the 'Red Davis' and 'Dangerous Paradise' (Elsie Hitz-Nick Dawson) scripts. Latter particularly turned out a neat merchandising jog for Woodbury facepowder. For each

## April Not True to Form

### Usual Tent-Folding Not Materializing— Networks Get Break

ications are that the business of network broadcasting will enjoy the healthiest spring history. Compared previous years the number of accounts slated to drop off in April is negligible. April as a rule has been the month in which a goodly percentage of air advertisers do the old Bedoin act of tent-folding.

On the CBS list so far there are only two night time commercials scheduled to scram in April. One is Corn Products (Linit) April 1 and the other American Oil, currently using the Marx Bros., on April 22. Daytimers who have elected to wind up next month are Laveris (Jean Merrill), April 6, Wheatena's Ye Happy Minstrel, 21st, Ely Walker

## Rising Cost and Use of Guests Prompts J. Walter Thompson to Book Stars Over Long Stretch

### WAKEMAN EXONERATED

Court Discharges Complaint Against  
Outside Salesman

March 26.

Ralph E. Wakeman, of Claremont, N. H., was freed Wednesday (21) in Saratoga Springs City Court of a complaint that he had obtained money under false pretenses in the sale of commercial time on WGLC at Hudson Falls.

Frederick Rogers, commercial manager of WGLC, said at a previous court hearing that 'Wakeman had no contract to sell any air time. On Wednesday, however, his lawyer admitted there was correspondence between some representative of the station and R. H. Moss & Company, authorizing the latter to solicit radio advertising. He said the person who signed the paper for the company had no authority to do so.

program it's been a run of 26 weeks. Of the remaining new nightmares on NBC 'Potash and Perlmutter' went 26 weeks for Feen-a-mint and 'Lum and Abner' rounded out 16 weeks under the Ford banner. Only two evening serial scripts left on that web are the long runners, 'Amos 'n' Andy' and 'The Goldbergs'.

On CBS 'Little Italy' (Blue Coal) bows out this week, leaving 'Myrt and Marge' the sole delegate with adult ear intent on that network's night schedule. Though 'Just Plain Bill' comes at an early hour, the direction of its appeal is as much juvenile as adult. As for daytime adult serials, the representation on both CBS and NBC is under last season's tally. With CBS 'Heien Trent' is the only newcomer to the network. 'Easy Aces' is a switch-over to matinees from the nighttime schedule while 'Marie, the Little French Princess' (Affiliated Products) continues from last season. Of this classification the lone samples on NBC are 'Betty and Bob', 'Clara, Lou 'n' Em', and 'Today's Children'. No one of these is a this season's debutante.

Kid shows in the instance of both NBC and Columbia have been holding up nicely this season. CBS has its 'Skippy', 'Hi-Bar-O Ranch', 'Jack Armstrong' and 'Buck Rogers', while NBC this season added to such holdovers as 'Orphan Annie' and 'Billy Batchelor', 'Jello's Wizard of Oz', 'Jeddo Coal's dramatized classics of literature, Scott's Emulsion's 'Grouchy Days' and Ralston Purina's 'Tom Mix Adventures'.

J. Walter Thompson agency is introducing a new wrinkle in talent contract writing. It's offering agreements guaranteeing so many guest appearances over a period of months. Program to which this proposition is particularly being applied is Kraft Phoenix Products. Agency figures it can buy more economically and also protect itself in the matter of supply by assuring the names and ear names of say, a broadcast every four weeks over a period of a year. Contracts will be made flexible enough to allow the agency if found expedient to shift the guest artists to any one of the variety shows coming under the agency's supervision.

Economy angle is trying to exercise is one born of experience. Acts it has introduced to a mike at one salary have asked for hefty boost when weeks or months later the Thompson agency tried to book them for a repeat guesting. Talent in the meantime had appeared on another agency's airhead at a figure considerably above the Thompson payoff and that sum became the price the latter agency would have to meet or else.

With so many network commercials now using the guest idea the field for talent has broadened in a big way. Not only has the employment been spread out, but salaries for the guests have jumped substantially. Large number of acts keep working consistently by moving from one program to another, and in the case of many their checks keep upping as they swing the circle.

It is estimated, that compared to radio's previous peak season, 1931-32, the number of entertainers employed among network commercials the current 1933-34 stretch will, when tallied, show an increase of at least 40%. Among the network shows currently operating on the guest plan are Bab-O Borden's, Ipana-Sal Hepatica, California Packing, Charis, Colgate-Palmolive, Ex Lax, Ford Motor, Cadillac, Feenamint, Hudson Motors, Kraft-Phenix (starting April 19), Hind's Honey and Almond Cream, Palmer House, Plough medicines, Real Silk, Rudy Vallee-Fleischmann, Underwood, U. S. Tobacco (Dill's Best) and Ward Baking.

## Schlitz Spends Coin For Name Band; Then Wants to Slight Name

Chicago, March 26.  
Some difficulty arising between the Schlitz beer company and the Henry Busse band which is scheduled to head the show when it starts next week on CBS. Schlitz wants the band but wants to name it simply the Schlitz orchestra. Busse won't go for the nameless tag since he has built the orchestra in three months locally to one of the ace names for music in the midwest.

## Boswells' Compromise With Artists' Bureau

Boswell Sisters have compromised their differences with the CBS Artists' Bureau. Terms of the settlement provide that the threesome continues to pay the network commissions until June 1 and then in turn terminates the management contract it has with the act as of that date. Original contract between CBS and the sisters contained an option clause that would have permitted the former to extend for a year beyond June 1. Team walked out on the CBS booking office about two months ago.

## 75% of Canton Replies Masculine, Yet Clara, Lu and Em Rate 62%

Canton, Ohio's, replies to VARIETY's city-by-city survey on the general "Do you know sponsors?" shows little variance in the leaders, but a considerable fluctuation in the degree of local familiarity with the secondary group of programs.

Poll in the case of Canton is heavily masculine in the matter of those answering the printed questionnaire. In previous polls the percentage of replies has been predominantly feminine and the largest individual classification has been housewives. All of which creates an oddity rather unexpected in the case of "Clara, Lou, Em," who would scarcely be expected to rate so high with a male constituency. Showing of Joe Penner is rather

low for Canton. However, the data upon which VARIETY's poll is based was collected about six weeks ago. Penner is shooting upward rapidly in the radio world and the brand-consciousness of his fans must inevitably be keener than reflected.

VARIETY's surveys will run another month or so and will then be summarized. Numerous inquiries have been received from marketing experts and research organizations as well as advertising agencies. For their benefit VARIETY states here that the summary will be completed on a national basis. Partial or regional summaries other than the weekly digests of the individual cities have not been made and will not be.

Next Week: Albany, N.Y.

## Program Sponsor Identification

### CANTON, OHIO

Questionnaires tabulated from the following: Housewives, 3; school teachers, 3; stenographers, 3; beautician, 1; clerks, 15; laborers, 10; students, 8; unemployed, 2; salesmen, 12; chauffeurs, 1; artist, 1; executives, 11; advertising, 3; entertainer, 1; sign painter, 1; undertaker, 1; reporter, 1; messenger, 1; farmer, 1; musician, 1; athletic director, 1; milliner, 1. (97 REPLIES)

	Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known
Maxwell Show Boat	95	2	3
Ed Wynn	92	3	5
Amos 'n' Andy	90	8	2
Eddie Cantor	86	10	4
Reddy Vallee	86	7	7
Wayne King Orchestra	81	16	3
"Rise of Goldbergs"	73	24	3
Clara, Lu and Em	63	30	7
Myrt and Marge	63	27	10
Jack Benny	56	41	3
Paul Whiteman	53	36	11
Will Rogers	51	46	3
Burns and Allen	48	46	6
Bing Crosby	47	47	6
Metropolitan Opera	41	52	7
Jessica Dragonette	40	49	11
Olsen and Johnson	40	48	12
Phil Baker	39	54	7
Easy Aces	29	64	7
Joe Penner	27	67	6
Harry Horlick	26	68	6
Boake-Carter	17	80	3
Edgar A. Guest	16	80	4
Casa Loma Orchestra	11	70	19

## COAST RADIO M. C. SUES JEVNE CO. ON CONTRACT

Los Angeles, March 26. Suit for declaratory relief because of alleged breach of contract has been filed in Superior court by Bert Butterworth against H. Jevne Co., and including as defendants KMTR Radio Corp., V. E. Dalton and Thomas B. Creamer, latter two execs of the broadcasting concern.

Butterworth, who describes himself as a radio announcer, master of ceremonies, producer of radio and theatrical programs, and engaged in the radio advertising business, alleges in his complaint that the Jevne Co., food manufacturing and distributing concern, repudiated contract entered into for program authorizing over KMTR.

Complainant cites an agreement made Dec. 11 last with Jevne by himself and as agent of KMTR whereby an hourly broadcast, once each week, to popularize the Jevne products was to be sent out over KMTR at a weekly charge of \$416, but cut 50% for the first four weeks in an effort to induce Jevne Co. to enter into a two-year contract.

Following the first four broadcasts at \$208 each complainant charges the Jevne Co. asked that program be continued, and they were for three consecutive weeks, after which Jevne refused to continue. Only interest of KMTR in the action is for \$67.50 for each broadcast, with balance of claim having been assigned to Butterworth.

### ISBELL WBBM SPIELER

Chicago, March 26. Harold Isbell added to the Chicago CBS spilling staff. Isbell goes back in radio, as far back as the old "Insomnia Club" with the Coon-Sanders band at the Congress hotel in the old days.

## LOSES 10-YR. CLIENT

KNX's Long Run Advertiser Switches to KMTR

Hollywood, March 26. KNX has lost its account with Perfection Bakery, which has been on the station for 10 years and claims a record for one continuous advertiser on any coast station.

Bakery had until a few months ago a weekly vaude show over this station but lately changed to a straight studio program of 15 minutes.

Account switched Saturday (24) to KMTR for a weekly revue using station talent, plus a five minute daily program with Mary Rosetta, singer.

## WCTU Endorses CBS

Albany, March 26. Columbia Broadcasting System stands in strong with the Hudson Falls branch of the Women's Christian Temperance Union.

Its members have gone on record as endorsing the action of CBS in prohibiting liquor advertising on its network.

## Pittsburgh Columnist

### Gets Local Sponsor

Pittsburgh, March 26. Stage and radio offers all in one week for Charlie Danver, who writes daily "Post-Gazette" column of "Pittsburghesque." He's just been signed by Parmelee Taxi people for couple of chatter talks, a la Winchell, on company's regular WCAB time, and may stick permanently. In addition Pitt theatre will use Danver as m.c. in a local talent revue to be produced there shortly under the name of scribbler's column, "Itsburgesque." It's slated for a mid-spring presentation.

## Association of Ideas

Chicago, March 26. Having heard the Bab-O theme song of "Shine Little Bathroom" to the tune of "Glow-worm," a rival manufacturer of a facial soap has an idea. Considering new theme song, "Your Eyes."

## All-Day Show, 12 Stations, Costs \$50,000

Los Angeles, March 26. A Coast record was set Saturday (24) when General Petroleum bought 13 hours' time in one day from 12 stations of the Don Lee Coast CBS network. It cost the company in excess of \$50,000 for the all-day broadcasting, which another one-day record for this part of the country.

Starting at 7:30 a.m. the oil company commercialized every program on the 12 stations until midnight, except the transcontinental musts from CBS. Ballyhoo was to put over a new gasoline.

While the regular sustaining talent on the stations used in the hour hookup, plus those used by some commercials who stepped out temporarily, special stuff was written.

Used during the 13 hours were one symphony orchestra, three concert orchestras, six dance bands, two brass bands, three novelty bands, one Hawaiian orchestra, 18 members of a singing chorus, 27 vocal soloists, seven quartets, eight trios, one sextet, one octet, 25 dramatic actors and 19 masters of ceremonies. Production of the broadcasts was handled by 22 writers, 15 musical arrangers and 18 technical engineers.

Total station time paid for in the one day was 156 hours.

## Air Musical Comedies As Relief from Usual Fare Is WCAU Novelty

Philadelphia, March 26. Newest idea in Philadelphia ethro novelty will be tested by Stan Broza, program director of WCAU. Plans for weekly offerings of original air musical comedies, with score and book specially written for each show. Purpose of the program type is to eliminate the craving for big names, and to give the everyday singer and actor more of a break. Also affords an opportunity to build a staff of worthy tunesters, and turn the continuity crew into more adaptable channels.

According to Broza, this kind of show will point the style for summer and fall, in the belief that the listeners are tiring of the same monotonous ideas in radio shows. With this plan, the only fat check goes to the composers and writers, while the necessary talent can be picked up at moderate prices, since the air rendition doesn't call for Lawrence Tibbets if the sponsor wants to conserve. As a merchandising tie-up, Broza visions the thing as giving away free copies of each program's score with purchases of the products in stores.

Meat of the aircast will be, in the old stage way, the usual hokum of a boy and girl, the thin plot which weaves in and out of original tunes with melodies and lyrics suited to show's pace. Last week (23), Broza auditioned a sample program for Philly agencies and got a wow report. Audition was composed by Billy James and Carol Irwin, continuity head.

## Fitch May Stretch

Chicago, March 26. Fitch hair tone company is considering expanding its present 15-minute show with Wendell Hall. Figuring on a half-hour show with Hall as headliner and surrounding with music.

Has auditioned several musical combos but so far sticking to the straight one-man program, through NBC.

## Air Line News

By Nellie Révell

Joe Penner is set on a deal with Loew for 10 weeks of vaudeville, at \$10,000 weekly, of which \$2,000 is to be paid out by Penner for the supporting bill, over which he will have full say. If the amount for support runs less than this it is to be refunded. If it goes over, the duck vendor will make it up out of his share. All of Penner's vaudeville contracts stipulate no Sunday shows, but he makes it up in extra performances during the week. Sundays Penner broadcasts.

### Bathtub Parody Out

"Glow Little Bathtub, Shimmer, Shimmer," the theme song on the Mary Small Babbo program has given way to its original phrasing in the words of that standard song, with the tub part washed clean away. Two reasons prompted the change, first the general laughter given the idea and later the refusal of the publishers, Marks, to grant either NBC or the advertising agency the right to change the words.

### When the Beef Comes—Eat!

NRA has effected broadcasting of dinners due to the inability of having the serving of the dinner interrupted, since waiters cannot work overtime under NRA. Jewish Relief Dinner, to have been sent out by WOR, missed out, because, starting late, the meat course could not be held up when the scheduled broadcast time came. It cost the station \$100 to fill in.

### Short Shots

Robert Simmons is the tenor selected for the Jack Benny-Don Bestor General Tires commercial starting April 6 at NBC. Bob will also be on the new Lucky Strike program... Multifield Coconut Oil Shampoo starts a CBS commercial, with Lillard Roth, Edward Neil, Jr., and Ohman and Arden's band April 2... Gladys Rice has a new manager, George Dilworth... Wednesday (25), is Paul Whiteman's birthday. Also Phil Carlin's little girl, Virginia... Will Osborne, regarded as mild mannered, is defending a \$3,000 suit as a result of socking a process server named Dillingier, who couldn't wait until the end of a broadcast, to serve a summons... Ozzie Nelson and Harriet Hillard have been renewed on the baker's bread show for 39 weeks... Walton Butterfield, continuity and production director of WNEW, is organizing a little theatre dramatic group. Players from the Broadway stage will be invited to join... Jack Shilkret replaces Don Voorhees on Bond Bread... Red Davis will return to the air in September... Literary Digest, despite its poll on radio likes and dislikes, is planning to go back on the air... Sound Studios have been signed to do the recording on Showboat, Jr., for General Foods for the new afternoon program. This is the program for Certo products... CBS is juggling the time of its sustaining people due to having increased this roster... Songsmiths leave the Sal Hepatica program after this week. They didn't want to be merged or submerged with the choral group on that program.

### Gossip

Several personnel changes at WOR, with Don Kerr, announcer, and Beatrice Marcus, secretary to Robert Wilder, program director, out. Ruth Talcott replaces her. James Maher shifted to night trick in the press department... Charlie Carille opens in Newark vaudeville March 30... Harry Salter is going to Bermuda before he begins the Terrence commercial April 3... Tito Guizar goes to the coast for Warner Bros. May 15... Ray Heatherton goes with Eddy Duchin on the Junie face cream commercial... Ford sponsors have decided they want classical music stars, just when Fred Waring had adjusted himself to an all-aying show. Latter seems favored by press and public comment... Shirley Howard couldn't go on that Jewish Consumptive Home broadcast because her sponsor insists she be called the Mollie girl and that wasn't permitted... Frank Black and John B. Kennedy auditioned for Pontiac automobiles, previously a CBS account... Bill Wyrge replaces the Green Brothers' band on Tastyne's Tuesday spot, first broadcast being today... Radio Rogues, who were called off the Fred Allen program at the last minute last week, call for Europe April 14... Walter Batchelor expects to undergo a neck operation shortly... Nujol is going on the air soon at NBC... Leon Belasco is entertaining his brother, Jacques Dallin, from France. Latter, never here before, speaks a perfect English, which is more than his Americanized brother can do... Bill Card, formerly at NBC, has returned from Salt Lake, where he was convalescing for six months. He has fully recovered.

### Just Talk

Although NBC hasn't been able to clear the time yet, final audition on the Lucky Strike variety show to follow the Metropolitan Opera broadcasts, was held Friday (23) with one or two changes in the lineup. Conrad Thibault was added and Milton Cross announced... Clem McCarthy, newspaper man, auditioned at NBC... Richard Himber and Joey Nash open in Jersey City, vaudeville, April 6... Tom Neely, from the production department, succeeds Peter De Lima in the CBS Artists' Service... Eddie Garr, mimic, will come to the airwaves soon as a dramatic actor... Kate Smith and her stage revue have been booked for a month in Texas. She is expected back in Manhattan by May for a commercial... Although Ferde Grofe gave the audition for Sal Hepatica, Evelyn MacGregor, staff singer, has been replacing her in the meantime... Roger Krupp, newest WNEW announcer, is a former member of the Los Angeles Art League.

### Stand

Rudy Vallee is back on NBC sustaining broadcasts but reports persist of a possible Columbia affiliation for the crooner. This would not affect his commercial... Dream Dramas, Big Ben Clock commercial, off NBC... Frank Novak is having his compositions written for the "Wizard of Oz," published, but may have to use another name, other than "Oz," if the book's existing owners refuse an okay. It means Novak will have to use the maiden name... Lester Zimmerman now with the Blackstone Co... Walter Craig is recording his "Honeycomb Lane" original musical comedy written for radio, at RCA... Three X Sisters open at the Paramount March 30 and are at the Capitol, N. Y., April 13, which is a Friday... "They All Sang," by E. B. Marks and Abbott Liebling, has been dramatized for radio and was auditioned last week by NBC... Mark Warnow's sustaining at CBS will be switched from Mondays to Thursdays April 5. Connie Gates will probably go off the show... Harriet Joyce, harpist and arranger for the ensemble accompanying Tito Guizar, sailed until her children were grown, a daughter married and two sons in college, before starting her professional career... Phil Harris' orchestra is getting another NBC sustaining program from the Palais Royal, making three altogether... Holman Sisters, piano team, start an NBC sustaining program April 6... Jim Fettes and his band, from Philadelphia, have been signed by CBS and will broadcast from that city's Casa Loma ballroom.



# Legit Showman Converts Selwyn Into a 25-40c 'Theatre of Air'

Corporation is being formed to turn the Selwyn Theatre, on 42d street, into 'theatre of the air.' Continuous variety show will be given, at a 25 and 40 cent top, entertainment to consist entirely of air acts and air material. When possible the programs will be sent out over radio or other stations, but the majority of the program will consist of straight air acts for theatre purposes.

Project is headed by Crosby Gaige, legit producer and owner of the theatre, others of the execs including Gus Edwards, Channing Pollock, Mrs. Irma Swift of Hunter College, Harry Levey and Arthur G. Montague.

Theatre is now being wired and stage is being rebuilt for the new use, with proposal to open about April 15. Stage will be entirely glassed in system. Thus regular vaude, legit or picture performers will be able to do their regular routines for prospective-commercial or others without trouble. Promoters expect to obtain talent cheap as it is figured that under current conditions prospective air turns cannot be given sufficient testing by the radio chains and regular air channels and that this will provide a means of so doing.

Proposal is to work on a weekly change program.

## Philadelphia Radio, Cafes Unite to Stop Free Talent Chisels

Philadelphia, March 26. Philly radio stations and nite clubs are putting up a tough front to squelch the prevalent local strong-arm methods used by social clubs and influential politicians to snare free talent for benefits. In most cases it is found clubs could easily have paid for talent, but preferred to chisel.

During the last two weeks the radio stations have contributed artists to over 15 dinners and political gatherings, preferring to lay low and not raise a squawk. But with the nite clubs coming in to combine forces, both factions have decided on a no-deal policy. Philly situation is that politicians make up most of the supper club trade, while social groups contain many of the sponsors of local air shows. In the case of nite club sending floor show talent on gratis dates to solicit favor, radio stations are prepared to rip out pick-up wires in an effort to stop this practice.

## Hard Liquor Banned—But Wines Get WOKO Okay

Albany, March 26. Despite a ban on hard liquor commercials, WOKO has accepted a wine account from a liquor store. Descriptions of brand and age of wines are given, but no prices are quoted.

Program is called the Micro-maniacs, with comedy talk between a supposed radio song writer and studio janitor.

## WBT's Fire Scare

Charlotte, N. C. March 26. WBT studio on the sixth floor of the Wilder building here, had a narrow escape when an early-morning fire completely destroyed an adjoining three-story building. Windows to the studio melted and cracked from the heat of the fire below. Wire reinforcements in the glass windows held them together and kept the flames out.

## Gene-Glenn Delay

Debut of Gene and Glenn on NBC for Gillette Razor has been put off to April 2. Original arrangement called for the team's starting this coming Monday (2).

Commercial has decided that it would be better off waiting until Wheatena vacated April 23, the four niches a week that NBC has set aside as Gillette's permanent scheduled. Spot temporarily assigned the blade maker would have necessitated three or four repeat shows a day.

## After 2 Years

Connie Campbell, unknown but ambitious entertainer, put on a unique self-arranged audition last week in New York with the aid of two socially-prominent women, Anne Morgan and Mary Olds.

Audition was held in the auditorium of the American Women's Assn., and M. H. Aylesworth, of NBC, and Arthur Hopkins, legit producer, were among several people who showed up.

Girl gave a complete performance, revealing everything she could do. Unusual method adopted by Miss Campbell follows a couple of years trying to crash the barriers in the orthodox patient waiting way.

## Dixie Stations Local Talent On Natl. Acct.

Four southern stations have been added to the Gordon Co.'s spot campaign which is devoting itself exclusively to the use of local talent. Outlets are WSCS, Charleston, S. C., WDAE, Tampa, Fla., WJCM, Gulfport, Miss., and KPFM, Beaumont, Tex.

Contract handed out in each instance through the Young-Rubicam agency calls for two 15-minute programs a week over a period of 13 weeks. Another account in the same agency which is operating on the local talent plan exclusively is Fels Naphtha soap. On the Fels payroll to date are artists spotted on 14 stations located within the basic area.

## WDNC Starts April 2

Charlotte, N. C., March 26. WDNC, the new station at Durham, will begin operation April 2, according to an announcement from E. W. Carr, general manager. It will be an outlet for the Columbia system and will cover northeastern North Carolina.

The station was purchased several months ago by the Durham Radio Corporation. It is the former WRAM of Wilmington, N. C. Equipment has been moved to Durham and is being installed on the top floor of the Washington Duke Hotel, with the antennae on the roof.

WGN will not share time with any other station and will operate from 7:30 o'clock in the morning until 12 o'clock at night.

Officers of the corporation are Frank Pierson, president; G. W. Munford, secretary-treasurer; and Manager Garr, vice-president.

## Patched-Up John Fogarty To Chi for Vaude, Cafe

Jimmie Gillespie is taking his charge, John Fogarty, to Chicago for some vaudeville dates, and also to double into a cafe.

An infected jaw necessitating several stitches cut Fogarty's ether warbling short.

## KOL SHOW ON STAGE

Seattle, March 26. 'Carnival Hour,' KOL's veteran variety entertainment program, goes to the stage of the Orpheum theatre today for a 13-week run. Will go on daily, except Saturday and Sunday, at the noon hour. Show will be remoted to KOL for broadcasting.

Ken Stuart as m. c. heads the large list of entertainers. Ivan Dimars is music director.

## SCHUMANN-HEINK WARBLES

Chicago, March 26. Mme. Schumann-Heink auditioned at NBC last week. Possibility of one of two major accounts.

## Los Angeles Sub-Office For Press-Radio Bureau

San Francisco, March 26. Press-Radio News Bureau has been extended to the Coast with headquarters established in Los Angeles this week and W. R. Gordon, formerly with Associated Press, in charge.

Meetings between publishers and radioists were begun here with first intentions being to establish the Western bureau here, but finally it was decided in favor of Los Angeles.

## BARNACLE BILL EPIDEMIC

Three of Them on Record—Shelley Claims Priority

Roy Shelley, WMCA, New York, claims that he is the first and original Barnacle Bill the Sailor. Shelley has no objection to the Barnacle Bill versions that are holding forth on WMAQ, Chicago, and WGY, Schenectady, but he does feel that credit for the creation of the nautical character on the air is due him.

As long as the etherizations of the other Barnacle Bills don't come into the metropolitan area it's okay with him. But if they do he'll raise a squawk as he did in the case of NBC last week. Web had Cliff Souther of the Chicago studios scheduled to start a Barnacle Bill series over a hookup with New York included last Tuesday (26) but Shelley protested and NBC cancelled the program. Souther is doing his yarn spinning under that tag currently over WMAQ for Bunte Bros. candy.

In Schenectady Frank Oliver does an ancient mariner routine and also bills himself as Barnacle Bill.

Shelley backs up his assertion to the radio rights to Barnacle Bill with some old clippings which show he started to do the character while with WOR, Newark, four years ago. He's still using the billing on WMCA.

## TRAHAN LANDS MINUS USUAL AUDITION

Probably the first stage comedian to be booked for a major commercial without an audition, Al Trahan starts a 13 weeks' run on Hudson's Terraplane (Sunday) program (NBC) March 30. Show also includes Lennie Hayton's band and the Saxon Sisters.

Trahan was signed through his stage manager, Charlie Morrison, on strength of his stage work and without the customary tryout. It's his first time on the air commercially.

Francis X. Bushman renewed on WGN for another 13 week gallop.

## Hungarian Radio Forces Gypsies To Rehearse—1st Time in History

Budapest, March 17. Gypsy musicians' epic fight with Hungarian Broadcasting Company has come to an end because strike-breaking gypsy orchestras swayed the fortunes of war in favor of radio.

Gypsy music figures largely on radio programs here, either as broadcast from the studio or from cafes and restaurants where the orchestras play. Whether gypsy broadcasts are too frequent or not enough is a matter of constant discussion among radio fans.

Management opined that gypsy orchestra programs repeat themselves too often and that it is necessary to supervise what they play, so they delegated Dr. Endre Spur, music theorist, to supervise and rehearse with them.

Gypsies retorted that the character of their playing bars interference and that they would be left to play on the spur of the moment, at their own inspiration, without rehearsals. Radio stuck to its point of view and since all gypsy bands were not agreed upon the point, the sticklers for their rights had to give in. Gypsy band programs will be previously arranged henceforward and are to include new and seldom-played old numbers.

## Columbia Pioneers in Proving Radio's Claims; Agencies Think Air Defense Needs Increase

### Saved by a Prof.

Minneapolis, March 26. Investigating the possible connection between the average person's intelligence and his interest in radio, the University of Minnesota has found that persons who like to listen to radio programs are no less intelligent than those who prefer other forms of entertainment. That is the conclusion reached by Clifford Kirkpatrick, associate sociology professor, the investigator, who says "there is nothing weighty about my discovery."

Ad agency men aver that the time isn't far off when radio will have to step out and really sell itself against competing media. So far broadcasting has been able to sell itself on its own merits as a merchandiser of goods and without the necessity of comparing its effectiveness along those lines with newspaper and magazines. But as soon as the advertising trade has devised a workable set of measuring the sales broadcasting will be forced in the position of proving its case in comparative dollars and cents.

Whatever competitive charting radio has done has been confined to its own medium. It's been a case of one network proving that it could do a better job than the other and one station competing against another outlet or outlets in the same community.

Agency men cite Columbia as the only organization in radio that has ever made a move into the direction of measuring the sales effectiveness of broadcasting. It had that of other media, and that enterprise was limited to a generalized study of two years ago. Agency Verein credits CBS with having done most in the past two years in advancing broadcasting's selling cause. Columbia's consistent and prolific output of promotion matter in this direction is held chiefly responsible for CBS's rise from third to first place among networks in time sales volume.

## BRINKLEY'S FLOATING STATION

Galveston, March 26. Galveston County Medical Society became licensed when the local Booster Club announced that it was issuing an invitation to Dr. John B. Brinkley to use Galveston as a mooring base for his contemplated sea-going broadcasting station. Doctors don't want the Brinkley presence or influence in this area. State medical college of Texas is in Galveston.

Since his barring by the Mexican government following a similar verdict in America three years ago, the goat gland doctor from Iowa has framed a substitute method for staying on the air. He now contemplates the use of the yacht 'Shadow' as a floating transmitter, presumably independent of the jurisdiction of both Mexican and American authorities. Whether or not he can get away with this stunt remains to be seen.

Modern Mechanix, a Minneapolis journal for inventors, recently published a front-page fantasy imaginatively visualizing just such a law-abiding transmitter as Doc Brinkley contemplates.

Biggie Levin taking time out to get well at the St. Luke's hospital, Chicago.

## Royal Mounties Who Always Get Their Man After \$3 Tax-Dodgers

Toronto, March 26. One-time heroes of stage and screen, the scarlet-coated Mounties will now embark on a house-to-house prosecution of Canadian radio-listeners who have not paid their annual \$3 license fee, states Radio Inspector Samuel Ellis. New licenses for 1934 must be paid by the end of March or prosecutions will follow, says Ellis.

One license fee only will satisfy federal officials whether the householder owns two or twelve radios, it was stated. Automobile radios will also be covered by the single household license.

Ottawa, March 26. Because of dillydally collection of the private owner's receiving set license fee the Canadian Government may decide to abolish the levy—but impose a tax on radio tubes as they leave the factory or are imported.

Present licensing system brings in a revenue of \$1,500,000 but it is admitted there are plenty of evaders.

## 1st Mrs. Carveth Wells Raps Her Successor

Bridgeport, Ct., March 26. Ex-wife of Carveth Wells, explorer, who did an adventure series for Continental Oil over NBC for two consecutive seasons, has filed a \$50,000 alienation of affections suit against her successor. Complaint claims that the current Mrs. Wells while secretary to the explorer plotted and destroyed the relations existing between employer and wife, with the result that early in 1932 the globe-trotter obtained a Mexican divorce and shortly afterward married Zetta Robert, the literary and business aide. Wells' first marriage occurred in 1910 in Toronto, and the plaintiff says she lived happily with him until 1928, when the present Mrs. Wells entered the explorer's employ. Adventurer and the second Mrs. Wells have a home in Weston.

## Harmonica Institute

Borrah Minevitch has organized a Harmonica Institute of America to capitalize on his radio shows and market his own make of mouth-organ.

Minevitch for years promoted the Hohner (German) harmonica on a royalty arrangement.

## PRESS MENTIONS AIR

But Not as Broadcasters Would Prefer It

Philadelphia, March 26. Philadelphia dailies are opening up to radio news for the first time in six years. But possibly the press interest in radio is not precisely pleasing to radio advertisers since it concerns short waves only. Admittedly the short wave craze among radio fans is little help to advertised products on long wave programs.

Bulletin has started and Ledger and Record are expected to follow in the matter of shortwave department. In auditoriums and picture houses up and down the coast.

## ROADSHOW GILMORE CIRCUS

Los Angeles, March 26. Gilmore Circus, air vaude show, which has been on KFI and NBC coast stations for six years, goes off the station April 9 and will be road-showed by Bernard, Melikjohn & McCall in auditoriums and picture houses up and down the coast.

Circus opens in San Diego around April 15.

YANKEE NETWORK NEWS

**FLASHES**  
Dick  
15 Mi  
Sustai  
WICC, ridgeport

John Shepard, 33, has set up in Boston and throughout New England an independent news-gathering organization called the Yankee network. The member and affiliate stations of the Yankee network: Dick Grant, Boston newspaperman, is in charge. Stories concerning the Yankee network are difficult in functioning against the opposition and enmity of the press have appeared in recent issues of VARIETY. This is the first review of the actual programs as broadcast.

'News While It Is News' is the saucy slogan used by the Yankee network. That's a slap at the radio story stirred by the 10-15 minute twice-daily bulletins. It also bespeaks an aggressive ideal of journalism and showmanship as represented by Messrs. Shepard and Grant.

Mid-day program picked up in New York City from WICC, Bridgeport, most southerly New England outlet of the flashes was highly diversified in the matter of date lines. Samuel Insull's doing in the Aegean sea, the false commitment case in Minola, L. I., against Minellone Pratt, explosion with names of victims in Detroit, by Father Coughlin, death of Dutch dowager, Moscow not joining League of Nations, Mexican agrarian reforms, Huey Long's clean slate from fellow senators. These were some of the general items.

On the regional end the Yankee network stresses such purely local matters as Boston obituaries, pending legislation in the Rhode Island legislature, New England's annual convention, court-martial of a national guard major, arrest of a bogus school racketeer, the return from a Bahama vacation of a fat, thoughtless Cardinal O'Connell.

Presentation of the flashes is marked by brevity and clarity. As a recently organized proposition it probably plenty of internal problems yet unsolved, the Yankee network service is well begun.

Land.

JIM HEALEY

And Kentucky Clubmen  
Sports Talk and Music  
15 Mins.

**COMMERCIAL**  
WJZ, Schenectady

Program featuring Healey, air-caster-radio editor of Hearst's Albany Times Union, and sponsored by a Pennsylvania concern handling Kentucky Club tobacco, has been on the air since last fall. Originally it was a football show, Healey predicting scores of college and local high school games, and then, after reading the results, with comment on Saturday. Since the grid season closed he has filled the stanzas with a 'edge' edge of sports chatter, news items, poetry recitations, and philosophy (last-named feature taken over from his daily program). Program packed more punch for football fans when it dealt solely with football. (Perhaps this will again be true with baseball occupying the center of the sports stage.) For one who admitted that he was not an expert, Healey proved to be a good, or a lucky, prognosticator.

Even with his light jabs at this and that, Healey manages to make the broadcasts rather interesting, perhaps even to women-listeners, for he possesses that elusive thing called 'personality'. He talks into the mike as though he were talking to friends in a room. Voice is pleasing, delivery easy and natural, manner genial. The average dialer will hear Healey, and hearer critics may hold that his philosophy is too pat and Pollyannish, his friendliness is a bit overdone, etc.

Healey also handles some of the advertising—and there is load of it on these broadcasts. He is a slick salesman; the plugs and acted sketches, from Schenectady, should be dropped. Healey's style is sufficient. Incidentally, he is 'Colonel Jim' at all times—one of those honorary gag titles from Kentucky.

Singing of studio quartet on this program is only fair. Jaco.

FLORENCE REED

Dramatic Incident  
**COMMERCIAL**  
WABC, New York

Dramatic stage star appeared as guest for the Ex. She offered a script that was melodramatic hoke of no importance in itself but which served quite well to demonstrate Florence Reed as a 'good voice and person' for radio. At the right price and with better scripts Miss Reed probably could do a once-around of the great star programs on her reputation as a radio personality. Question of a permanent connection would be wholly dependent upon a promotional idea requiring some heavy dramatics.

'An incident' occurred in the studio. Miss Reed unloaded a flock of contempt on him. Land.

FRED ALLEN HOUR OF SMILES

Combined Sat Hepatica-Ipana Revue with Fred Allen, Lennie Hayton, Theodora Webb  
50 Mins.

**COMMERCIAL**  
WEAF, New York

Essence of showmanship is a certain readiness to gamble. Bristol-Myers has that readiness. Yet showmanship, when intelligently combined with fairly mathematical variety, is not the hit-or-miss proposition sometimes represented. Good results generally follow good planning. Fred Allen and Lennie Hayton, it has not been any rabbi's-foot fingers-crossed praying-under-the-breath showmanship that has brought about the last hour's entertainment that replaces two separate half-hour programs. Cogitation and careful analysis preceded the decision and plenty of showmanship went into the preparation of the actual program.

It is an exceptional commentary and compliment to this 'Hour of Smiles' that the program involved may be hard put to match their own results on subsequent Wednesdays. But if a series of Wednesdays is to be followed, the first sparkling sample it seems certain Fred Allen will jump right up there with the Cantors, Granas and Mr. Andys in the matter of popularity.

In the merger of the Ipana and Sat Hepatica revues the Sat Hepatica pattern dominates. There will be Ipana stars on the later broadcasts but meanwhile it appears that Allen will continue to be 75% of the program. A ratio that needs no changing. As hits on all the cylinders the way he did on the inaugural. It looks like the full hour elbow room is exactly what this distinctive and bumpy comedy needs. His laughs were exploding like Chinese fireworks one after the other. It was as funny, as smart, as the stage show on the screen, or the slipper ever afforded.

Main comedy theme as a 'Cut Rate Court' with Judge Allen presiding presiding over the introduction of a variety of comic incidents. It is not an exaggeration to say that there was hardly a padded line or a pointless remark in the entire proceeding. It proved that smart comedy. If comedy can sell Ipana toothpaste or Sat Hepatica mineral salts then Bristol-Myers can be assured there's nothing but a windmill in the air than the show they are bank-rolling.

On the question of advertising two products on the program it might be exaggerated as a problem. It has been done in several instances. Copy was made crystal-clear as to the distinction between the two products. The twin sponsorship and the announcements were sufficiently explicit for anybody rating mentally 15 years and over.

Ipana Troubadours are conducted by Lennie Hayton. It's good musical support. High in quality, also, are the songs and songs that punctuate the buffoonery.

A smash hit. Or there's no logic in radio. Land.

ASCO TENOR

With Pete Woolery,  
15 Mins.

**COMMERCIAL**  
WCAU, Philadelphia

This is split CBS network show airing on the radio, Friday morning, and carried to Baltimore and Washington, with checks signed by the American Stores. There is little more to the set-up than the spot solos by Woolery and paced by Mason's band. Middle of the program allows for a commercial cut-in for local announcer.

Woolery was terrific at catching the high notes with ease. There's some trouble noticed when the singer changes from crooning ballads to the saxophone show number, and this varying of singing mannerism tends to make the half-hour a little jerky. All that's necessary here is a settling down to one style and adhering to it. Good selections of smart tunes: Help, Mason's band particularly neat on the scat numbers a bit.

Tricky continuity problem in this show is with the plugging of toilet tissue. Healey's saxophone playing without any pressure focusing too much attention on this intimate product. There isn't any other product being advertised in the program for the late morning spot used. Band and vocalist is the easiest for the housewife to listen to, since it doesn't demand too much attention away from around the house duties.

CO-OPTIMISTS  
Eddie Lambert, Beth Chaffis, Kane and Kantor  
15 Mins.  
WOR, Newark  
Eddie Lambert plies the piano and does the presenting for this Thursday night segment. Cuing of the solo into the next number is as a whole deftly carried out and the warbling threesome produces a mixture that goes easy on the ear. Program is a novelty, with members of the nutty variety. In most instances the performance is far superior to the material.

Of incident occurred in the studio. Eddie Lambert and Kane and Kantor last season did a sustaining gig for NBC. Odec.

NICK LUCAS

Songs with Orchestra  
Sustaining  
WABC, New York

CBS has Nick Lucas under contract for a building. With radio facing the same proposition of nurturing future stars, as obtains in other branches of show business, they have excellent radio star timbre in Lucas.

Essentially a mike performer, and no novice at that via talkers and records (he's been one of Brunswick's best sellers for years), Lucas knows his audible delivery and evidences that handsomely on his quarter hour. He's on a couple of times a week; review here on Friday 6:30-6:45 p.m., EST.

Freddie Rich's orchestra accompanies him in excellent style. Lucas is billed as the crooning troubadour; his vaude billing.

He manifests canny choice of numbers, warbling his pops in tip-top manner to self-guitar accompaniment. The solo strings comes through effectively on the breaks and interludes. 'Tip Toe Through the Tulips' which Lucas introduced in his 1929 'Gone with the Wind' was one of his revivals. 'Lady Play Your Mandolin' is appropriate theme song.

Basically a seasoned variety trouper, Lucas should benefit handsomely from a couple of months of ether-builder-upping. It may do the same for him on the stage value and sells this singer has done for other variety vets who, somehow under the micro hypo, take on a new b.o. aura. Abel.

HIGH SPEED GADETS

15 Mins.  
**COMMERCIAL**  
WJR, Detroit

'High Speed gasoline' is the sponsor's program for boys and girls which percolates from WJR daily at 7:45 p.m., EST. It is an intelligently put together program which actually employs the ingredients that time has verified as sure-combustion with youths.

Narrative is unmarred by subtleties. It's old-fashioned melodrama about right guys and 100% virtuous and wrong guys who are 100% felonious. Right or wrong, everybody flies an airplane. Serial is a series of episodes, each in a marathon competitive race to Los Angeles. Jimmy Allen flies one machine; Speed Robertson, his pal, another. A dirty so-and-so named 'Win' was in a third plane is willing to commit a crime to prevent anybody but himself completing the trip.

Dialog, effects, plot, all are to the point, calculated to thrill. All things considered it is reasonably plausible. Program tie-up is a Jimmy Allen character, who is a member of the membership data and form flying squadrons in their own localities. They are promised secret whistles, secret handshakes, and secret keys for their own private code. They can thereby brag that 'Jimmy Allen is a personal pal'.

Action is admittedly glamorous and romantic to youngsters. It has something of the imagination-stirring allure that Buffalo Bill and Kit Carson used to have. This program represents a good job of radio showmanship and merchandising. Land.

ALDEN INS

Songs  
15 Mins.  
Sustaining  
WGV, Schenectady

Introduced as the eminent young American bass-baritone, Elkins introduced a new type of music in minutes of song on a Sunday morning program over the NBC red network. He does standard numbers, of the dramatic and ballad type, plus an occasional one in a light, humorous vein.

Elkins possesses a resonant voice, which he uses with skill and musical intelligence. His interpretative powers are rather well developed. However, there is a certain stylized formality, an air of the concert platform, about his singing. The microphone amplifies the tone but presses out some of its warmth. Piano does not seem to provide sufficient background for the baritone like Elkins on the air; orchestral accompaniment would help a lot. Jaco.

CHARLES JUDELS

Mimicry  
**COMMERCIAL**  
WABC, New York

Voice mimic is well known around Hollywood and has been widely employed for variety purposes in motion pictures. He comes from the theatre originally. His radio debut, so announced, was made on the Ex-Lax 'radio one-nighter'.

Jude's stunt was that of a mayoralty candidate who successively addresses French, Italian and Irish constituents in the jargon native to each. It was mildly amusing as a novelty. Actor handles his voice intelligently and with close fidelity for the subjects, mimicked. He needs an occasional change in a radio program if he contemplates a radio venture. Land.

PENETRO MUSICAL CRUISER

With Ed Sullivan, Donald Novis, Frances Langford, Three Scamps, Charles Lyons and Vincent Lopez.  
30 Mins.

**COMMERCIAL**  
WJZ, New York

Penetro Revue was formerly broadcast from Chicago, with Benny Meroff. This is an entirely new program from New York. It hits the air at 10 p.m., E.S.T., the last of a medicine show evening that includes the two 'Pepodent' programs, Wayne King, Lady Esther, and Fred Allen (Ipana-Sat Hepatica) over the red, and Vince and Penetro over the blue networks of NBC, and the Kolymsa program on CBS.

Only holdover from Chicago is Charles Lyons, the announcer. Sponser values this lad sufficiently to have him commute to Manhattan for the job. And it is an uncommonly smooth and cerebral character that Lyons handles in his program. Lyons is to star in the announcer actually was more memorable than some of the talent.

In general, the Penetro (Plough Co.) revue is a creditable entertainment. No one element is stressed and indeed, it may be said that no one artist stands out. Lopez comes to light, but not in an otherwise distinctive. Frances Langford's singing has softly feminine cadence and charm. Scamps are amusing, and Donald Novis supplies a pithy gab session devoted to little sidelights and anecdotes concerning celebrities. He is audibly pleasing and has a light slant on whom will probably engross the public. Peggy Joyce, Eva LeGallienne, William Gaxton, and Lilyan Tashman were among the featured artists.

Penetro mutton suit salute is the number one plug on the program. Interpolated is a brief blurb for St. Vincent's, a campaign to collect for 12, against the average market price of competitor product of 25c. This is billed as 'largest selling aspirin in world' for 10c. Land.

JENNIE MOSKOWITZ CO.

Jennette Serial  
15 Mins.  
**COMMERCIAL**  
WEVD, New York

Jennie Moskowitz is from the Yiddish stage. This serial is in dialectic English. Tragedienne plays the Yiddish momma in the best Thomashefsky manner, acutely in contrast to the sentimental romances by the romantic pair, Dr. David Lazarus and Dr. Leah Mordecai. Miss Moskowitz is the mother of Dr. Leah Mordecai, the romance with the femme medecine, both interned in Lebanon hospital.

Serial is labeled 'My Boy', Allen Gordon announced as author. Sponsor is Orangelene, Leroy, N. Y., manufacturers of headache tablets and powders.

Stor WEVD, one of the better grade of the indie stations around New York, on a split-time schedule, has a strong Jewish following and makes the type of product and the star best suited for this channel.

Accordingly her heavy Yiddish melodramatics, as the overly solicitous mother, makes a modern young man who would be left to his peace and his romance with Dr. Leah, probably enjoys an appeal to the audience. But she's not for catch-as-catch-can dialers who would probably just as quickly tune out unless specifically alerting the dials for Miss Moskowitz.

Two major supports do their chores well: ditto the cop character, Plot is obvious but nicely motivated. Ad piel is likewise judiciously phrased. For once, in view of the phonetic sound of the Orangelene product, a couple of spellings would not have been amiss. It's only spelled out once, at the tag end. On the air 8:15-8:30, EST, Friday nights. Free pictures of Miss Moskowitz and the cast and giveaway samples, is the sponsor's checker-upper.

NAN HALPERIN

With Amateur Talent  
30 Mins.  
Sustaining  
WEVD, New York

This is a long labor of love for Nan Halperin who, no stranger to the mike, attested anew her wares for microphone transmission. As a Kropf Gardens, L. I. resident, civic patriot, she has been in the Long Island Daily Press radio contest winners' performance. The local rag sponsored the Jamaica Night on WEVD Friday at 8:30-9 p.m., EST, as part of the station's Heart-of-N.Y. series.

Radio ambitious Harry Cusack, Joseph Scanlon and George Jingo, Agnes, et cetera, and been collected in eliminations at the Alden theatre, Jamaica, L. I., and thus found their way to this half hour. In between the making of the L.I. Daily Press Phillips Hochstein got in an institutional plug for his rag by dwelling on a proposed home owners' bill now before the city council.

Amateur talent was just that. Miss Halperin was tiptop. So unless you were a relative this 30 minutes' show have been particularly arresting to nervous. Abel.

GENE DENNIS

Genette Serial  
30 Mins.  
**COMMERCIAL**  
WJR, Detroit

Gene Dennis is on a number of midwestern stations on an irregular schedule. With a show on the Michigan-Ohio district on an early evening placement.

Program would be more interesting if condensed to 15 minutes. Run-time of this serial is an inescapable monotony. About 15 questions, all anonymous, are answered in t-tat period with three or four long-winded sales spiels in between. The program is nothing but gab, two.

Merchandising tie-ups are fairly elaborate. It's a direct mail proposition selling water crystals from Carlsbad, Czechoslovakia, from a strictures in Chicago. An unspecified amount of crystals described simply as a 'month's supply' is sent for \$3 along with a book by the physiologist, of unspecified length and format, entitled 'The Right Answer'.

A month's visit to Carlsbad for only 10c a day is the clever selling line of this serial. Carlsbad is given a big historic build-up with kings, emperors and great men, freely mentioned. Persons who have taken this water crystals, such as Douglas Fairbanks, Charles F. Briz Kreiser, Carl Nicholas II, are mentioned. Copy through association of ideas will give the yokelry the impression that the Carlsbad crystals selling for \$3 postpaid is what these celebs went for.

As a medicine show proposition and in competition with the aggressive 'Big Water Crystals' and chaudières the Gene Dennis connection probably is effective. An effort is made to punctuate the delivery by using announcements to copy the answers in the style of newspaper headlines. Sponsor evidently appreciates that the program is too long and that the Carlsbad crystals are a gross oversell, from lack of change of pace.

On the vaudeville and picture house stages Gene Dennis has been box office for years. That drawing power is valid for radio, with certain limitations inherent in the nature of the medium and the need for discretion. Physics are not in radio, however, in the U.S.A. the past several years.

Questions, real or manufactured, answered over the air by Miss Dennis are innocuous enough. Her address is in the nature of the supernatural about it. At the beginning of the program a series of staccato announcements with a microphone illustration. She is presented as having astounded Al Jolson, Dick Powell, Professor Einstein, etc. Announcer introduces her as a 'newly unspooled, demure Kansas City girl'.

Miss Dennis speaks in an informal conversational tone, making no effort to punch her stuff. Each answer is rather extended and long. Once or twice where controversial subjects like mothers-in-law are introduced or some unconscionable act is mentioned, she is treated to innuendo, humanity involved, creates something like story tension, but in general the pace is too slow and the answers too prolonged. More laconic replies seem a natural alternative. Land.

JENNY CONCERT

With Ruby Newman, Del One Hour  
**COMMERCIAL**  
WEI, Boston

Jenny Concert is one of the really outstanding radio shows produced in a Boston studio. Of an hour's duration, its variety and diversification is bound to please the most discriminating portion of the audience. In the trade it is known as the program that kept Eddie Cantor out of Boston until the coffee show changed from the red to the blue NBC network.

Ruby Newman and his symphonic orchestra, a unit larger than used on most pop shows, occupies the spot. Ruby Newman is the one shared with Del Castillo, WEI's staff organist, who does solos and joins in synchronization with the orchestra. The better known Boston vocalists.

Ruby Newman after eleven years knows pretty well what people around here want and he knows how to get it. He is of the opinion that symphonic music on the air is arriving at a degree of popularity that was not considered possible before.

WEI is a member of the Jenny Manufacturing Co., a New England gasoline outfit, who believe in not cramming too much ad copy at the listener. For which all due thanks.

MERRY GO-ROUND  
With Gene and Don Van Warr, Alice O'Leary  
Songs and Patter  
15 Mins.  
**COMMERCIAL**  
WABC, New York

As a change from the usual humdrum type of radio program and children's stuff just before dinner (Continued on page 39)



## Radio Reports

(Continued from page 38)

**Merry-Go-Round** is a good bet. It's a combination of rapid-fire gags and good tunes, interspersed with one-minute commercial announcements. Roland Winters, who handles the announcing, acts as straightman for the gags of Carl Moore and Don Van Wart, a two-piece team that also can handle gab. Alice O'Leary, whose vocal offerings add a more serious note to the spot, has a pleasing voice and individual style. With the proper handling and coaching this young gal is headed for bigger things.

This spot opened a new avenue for Don Van Wart. Originally taken on as a staff pianist, whose main accompanying screaming sopranos, quartets and an afternoon recital spot, Moore discovered cross-fire talent in the young concert pianist.

### SINGING STRANGER

Wade Booth, Dorothy Day  
Songs, Drama, Band  
COMMERCIAL  
WJZ, New York

Bauer-Black has taken two afternoon quarter hours on NBC to plug its Blue Jay computer and the program that it had cooked up for the job is pretty amateurish in concept and design. In picking an idea the commercial has been motivated by the theory long abandoned by the better radio showman that the program's theme must be identified with the product. It's feet that the listener must be made conscious of and to that end the character that the program attempts to project is a globe-trotting minstrel.

With the baritone Wade Booth the program has allied Dorothy Day for the dramatic excerpts. Miss Day, who two years ago appeared in the Chicago company of "Counsellor-at-Law," is also the author of the continuity. Exceptionally point-less and trite was the dialog she fashioned for the debut stanza (20) and awkwardly emotional was the delivery of these lines by both Booth and herself. Booth, who has had years of it in vaude, musical comedy and picture houses, is still, however, sturdy and lyrical on the pipes.

By a far-fetched twist the continuity manages to get around to a mention of dancing and that opens the way for a comment on foot, mile and the product. The singing program went tesser. Listeners were promised that if they tuned in on the next one they would be appraised of the gift that the "Singing Stranger" had ordered for them from the Orient. *Odeco.*

### PRAIRIE SHOW WAGON

Bob Albright, Mark Williams, Lucy Turner  
Songs  
15 Mins.  
COMMERCIAL  
WLW, Cincinnati

Crazy Water Crystals, the ubiquitous sponsor, behind this new series of Mon. and Wed. 7:30 m. airings. Oklahoma Bob Albright as m. c., singer and spieler, makes use of his long radio experience and turns in a job that would make a mad showman proud.

Start and finish with noises of a wagon moving on and off a la Borax. Program offers more entertainment than when Smilin' Ed McConnell soloed it locally, and Albright's sales plugs appear equally as snorting.

Vocal chores at this hearing were: "Roll on Mule," by Mark Williams, with hick semblance and a licks-a-chorus support; "Blissful," hillbilly nask by Lucy Turner; "When I Cross Big Divide," smooth by Williams; "Alabama Jubilee," mix of voices and barn dance accompaniment; "Letter Dipped in Black," sobby by Miss Turner, and Oklahoma Bob baritone "Ragtime Cowboy Joe" with chorus backing.

Albright oils himself as "Old Bob" and rings in "Folks, I ain't aimin' to fool yo'," in pitching his advice for listeners to surround a gal of water dally with C. C. King.

Set-up ought to have no trouble in building listeners and upping product's sales. *Rolling.*

### EMORY DEUTSCH

Violin  
15 Mins.  
Sustaining  
WABC, New York

Through the buildup that CBS has framed for Emory Deutsch in this Thursday broadcast, the study of commercial possibilities of this violinist will likely be brought home to some prospect. Deutsch has something different to offer. As to a style steeped in the harmonies of plaintive gypsy music is a fine flair for, dish up melody to the popular taste.

CBS has surrounded Deutsch with a symphonic ensemble whose arrangements have been expertly attended to the soloist's method and touch. David Greengard, who here for an occasional interpolation of poetic throat-throb, *Odeco.*

### HERBIE KAY'S ORCHESTRA

With Dorothy Lamour, Fuzzy Combs and Wally Neal  
30 Mins.  
Sustaining  
KOA, Denver

A program built to satisfy. Originates in the swank eat and dance spot of Denver, the Cosmopolitan hotel. Broadcasts five times a week and is one of the largest radio followings here.

Three soloists give the biggest listener appeal, and they are used freely. On the program caught there are half a dozen vocalizations, with Dorothy Lamour singing three of them. She has one of the best voices going over the air from Denver. Every word understandable, even when in fast time, and her voice is a smooth rich soprano. She sang "Do You Miss Me Tonight?" "In a Shelter From a Shower" and "My Little Grass Shack." Fuzzy Combs sings "Oh You Nasty Man," and "Without That Certain Thing Called Love." He has radio personality and like Miss Lamour, enunciates so you can catch every word.

Novelty effects are injected at intervals and Walter Campbell of the KOA staff does a neat job on the announcing.

### SYLVIA CLYDE and JOSEPH BIER

Vocal with Sherman Keene's Orchestra  
15 Mins.  
Sustaining  
WOR, Newark

Nice soprano-baritone duet hand-picked and presented faves on WOR 10:30-11 p.m. Every Friday nights on sustaining. Both have been around before singly but as a romantic vocal duo this is a new thing. The program is a new Sherman Keene's WOR studio orchestra assists.

Station seemingly is giving this pair a little special attention such as fashioning lyric couplets to introduce each selection. Both cross-talk the rhymes in prelude of their songs.

Very pleasing vocalists at the dinner hour. *Abel.*

### ACE BRIGADE ORCHESTRA

Dance Music  
Sustaining  
WBAB, Chicago  
Starting at 10:30 every night, WBAB has a merry-go-round of bands to take in the various case and dance orchestras, not only Chicago but also the New York staffs also. Such crack bands as Ozzie Nelson's, Isham Jones are in competition with Chicago's hotels and cafes, such as Harry Sonick's band at the Edgewater, Henry Busse at the Chez Paree.

Squeezed in among these bands comes Ace Brigade and his Virginians from the Merry Garden ballroom, and instead of being hurt by following some of the star attractions, Ace Brigade can really take a bow for the way he handles the program and his music. For his air show Brigade manages to shove in over two numbers that may cause a little confusion at the dance emporium, but which gives him a high rating on the ether. Judy Talbot is singing, and with her tonsils.

Brigade deserves plenty for his ingenious arrangements that must be sure to take to both the dancers and the listening mob at the same time. Brigade is ripe for sponsorship.

By stepping up of the theme song would be the only outright change that seems necessary. "Carry Me Back to Old Virginia" is a good one. It played a hit too dire-like. Faster tempo here would appear a welcome note. *Gold.*

### PHILCO PHIL

Al Garr  
Songs  
15 Mins.  
COMMERCIAL  
WBT, Charlotte

Philco Phil, a mystery singer, running for two and a half years on WBT, has just been renewed. The owner of the popular lyric tenor voice has never been disclosed over the air or in advertising material. A mark has been resorted to in keeping the secret from those that haunt the studios.

Man is Al Garr, who also sings on the "Three Spinners" program over WBT, and in the Pure Old Dixie Minstrels. He has the same "mammy" quality in his voice that the "Three Spinners" RCA communications. Speakers go on the air in England at 8:30 p. m., a peak hour there. This means 3:30 here.

### DAVID LLOYD GEORGE

Transatlantic Talk  
30 Mins.  
WVC, Schenectady

Veteran English statesman was heard in one of a series of talks on "The Future of the British Empire" broadcast over the BBC and carried to the U. S. by RCA communications. Speakers go on the air in England at 8:30 p. m., a peak hour there. This means 3:30 here.

## ARMOUR'S ACCOUNT TO LORD & THOMAS

Chicago, March 26.

N. W. Ayer has lost the Armour account. Agency now concerned with the supervision the meat packer's advertising business is Lord & Thomas. Switch goes into effect immediately and applies to print as well as radio.

Relations between Armour and Ayer almost reached the cracking point last fall, due to the client's dissatisfaction with its Friday night stanza on NBC. Network cleared up the situation by submitting the current frame, headed by Phil Baker.

## Crowded Frequency

March 26.

When the new temporary Boston police radio on way system was assigned a construction permit on 1,712 kilocycles, the question arose as to what would happen when five Greater Boston radio police stations begin operating on the same frequency. Police radio stations of Somerville, Cohasset, Newton and Arlington also have same frequency as well as Providence and East Providence in Rhode Island.

Chief of police of Arlington sent a vigorous protest to the FRC at Washington, with the request that some other wavelength be assigned to Boston. Somerville and Newton also joined in the protest. With 13 station houses and nearly 100 cruiser cars in Boston, this city would be on the air frequently.

## Shave Shows Compete

Chicago, March 26.

Kranks Lather Cream goes on WGN for a 13-week minimum gallop. Through the Reincke-Elis-Youngren and Finn agency here.

On Monday and Friday-evenings at 7:15 which places it directly opposite the Baseball program on WBBM with Edwin C. Hill. Kranks is using Leonard Salvo organ music and John Harrington for spels and gab.

## MORE PRESIDENTS

Hollywood, March 26.

Having serially dramatized the lives of George Washington and Andrew Jackson, KMTR will follow with another in the President series. This time Theodore Roosevelt will be the subject.

Roosevelt series starts April 9, with local radio and film talent in the parts. Dramatization is by Edward Lynn, who handled the two previous series and who wrote "Catching the Great" for the coast CBS network.

Low Goodkind, Chicago adv. agency exec, learned about show business when he got a last minute disappointment of Edmund Lowe for his Palmer House show. But dug up George Raft for a replacement.

Golden State ilk, an on-and-off in radio since it left KFRC, San Francisco, two years ago, starts this week (26) with two a week on NBC for 52 weeks, buying a domestic science period instead of the variety show and the serial it previously sponsored.

Jack Kerrigan handling the Hotel Tackickhaw, Davenport, Ia., for WBBB, Rock Island, Ill., on the mike and business ends.

and therefore unfortunate in not having a big radio audience.

Former premier is one Englishman who has voice, delivery, and mike technique. Of all the speakers caught on this series he proved to be the outstanding, from the viewpoint of the American listener. Instead of that high-pitched voice and over-Oxfordish manner Englishmen often display on the air, Lloyd George spoke in a low, clear, virile voice.

Lloyd George's talk dealt largely with the unemployment situation in England, and as such, was of more interest to British than to American ears.

Reception was remarkably clear, except for a little fading near the finish. *Jaco.*

## Dealers Think Advertisers Should Favor Radio, CBS Surveys Find

### Faux Pas

tawna, March 2

Chairman Hector Charlesworth is in wrath with the newspapers of the Dominion. In a recent public utterance, Charlesworth asserted that 80 percent of the people of Canada did not see a daily paper. He was discussing his broadcasting commish.

When he was checked out Charlesworth declared that he apparently made the statement but that what he really meant was that probably 80 percent of the people did not see the printed programs in daily newspaper before they heard them on the air.

Even this is hardly satisfactory to the press.

### FRISCO NBC ADDITIONS

San Francisco, March 26.

Three new ones on the NBC payroll are John Kraft and Jack White, producers, Frances Minton, continuity.

Kraft comes from Hollywood where he did radio and pix scribbling. White is new to radio, and Miss Minton has been on Women's Magazine of Air writing job here.

Hired by Lew Frost, program director, who also expects Gogo Dalys, bluester, to arrive about April 1 after a delay from her original mid-February starting date.

CBS has collected publication a series of surveys showing how retail dealers think the manufacturer should spend his money on advertising. All the findings slated for this pamphlet give radio the edge.

Three of the surveys were bankrolled by outside trade sources while Columbia retained the query putters for one them. Later was an inquiry directed at all the druggists in Philadelphia and Detroit. In this instance the retailers were asked to advise how the national advertiser in the drug and cosmetic trade should place his coin so as to get the most results and the survey's summary gave radio 62.2%, newspapers 36.4% and magazines 3.4%.

Retail Drug Association of Southern California put a similar question to 766 druggists in that area and radio in the allocation came out with 56%, newspaper, 40%, and other media, 4%. In the same territory chain-outfits, such as the A&P, the Certified Stores and the Sparto Stores gave similar results, newspapers 43.1% and other media, 1.5%.

Ross Federal Service made a survey among 1,600 retailers in 172 small towns and found that if the storekeepers had the manufacturer's money to spend on advertising they would give radio 47.1% of it, newspapers 33.1% and magazines, 19.8%.

Columbia will have the pamphlet with these findings off the press for distribution within the next two weeks.

## Inside Stuff—Radio

Even though Nikita Balleff has tied himself elsewhere on a representation contract NBC's program department will do whatever it can to acquaint the Russian mime with radio. Morris Gest brought Balleff over to John Royal last week to discuss a buildup idea and during the palaver Balleff disclosed that he was already under obligation commercially to Morton Millman. Latter had met him as he got off the boat from Europe two weeks ago and signed him to a management agreement binding his services exclusively for 60 days. No guarantee was involved.

Millman hopes to sell to the J. Walter Thompson agency.

Bing Crosby took the seven weeks' contract from Woodbury at \$2,500 per broadcast in preference to the \$3,000 offer made by Studebaker. Term insisted upon by the motorcar maker was a minimum of 13 weeks. Warbler thumbed this angle on the ground that he wanted to be free for a tour of personal appearance immediately on the expiration of his Paramount contract, the end of May. It was Studebaker's intention to step into the Monday night niche held by Woodbury on CBS. Had not Crosby renewed the soap packer would have called it quits for the season with the April 9 broadcast.

Powel Crosley, Jr., head of the Crosley Radio Corp., and prez of the Cincinnati Reds baseball club, is one of 10 prominent permanent and winter residents of Sarasota, Fla., who last week bought the Sarasota Herald evening and Sunday morning paper, and only daily published in Sarasota county.

One of Crosley's associates in the paper is Samuel W. Gumpertz, managing director of the Ringling circus interests. Crosley has maintained a home in Sarasota for several years and makes frequent visits there via plane from his permanent residence and business headquarters in Cincy.

Yankee Network News Service broadcast an item that Carl Dreyfus was to retire as publisher of the Boston Evening American and the Boston Sunday Advertiser and would be succeeded by ex-Mayor James M. Curley.

Following day the American came out with a two-column box on the front page which stated that the announcement was untrue. In every particular the same item, Dick Grant, editor of the news, service, read over the air a letter of denial from Publisher Dreyfus.

After a year's rest at his former home in Cooperstown, N. Y., following a bus accident, Douglas Bailey, former production manager at WTIC, Hartford, Conn., has resumed his musical career by joining the faculty of the Schenectady, N. Y., Conservatory of Music.

For three years Bailey was director of auditions and accompanist at NBC in New York.

Coast football broadcasts for the ninth consecutive year have been announced by the Associated Oil Co., and the outfit has a heavy advertising campaign under way tying in with spring record publicity.

Company states 355,672 Coast fans went on record favoring the broadcasts and points out in ads that permission to broadcast was secured by paying the schools a large sum for the privilege.

Contract between General Tires and Jack Benny calls for the comedian-to-be-paid \$4,000 weekly, for 25 weeks. Company also pays for Benny's scripts. This is an increase for Benny of \$500 weekly over his last contract with Chevrolet.

General Tires also holds an option on Benny for 13 additional weeks at \$4,500. Program starts April 6.

How the producer for one ad agency keeps the work close-to-home is exemplified by the talent setup on a tobacco distrib'r's program. Warbler of the same theme song is his own brother and one of the comics on the show is associated with the production man in a real estate proposition in Florida.

50,000 WATTS

Congratulations to WGN on Its 10th Anniversary

50,000 WATTS

**ART KAHN and ALLAN GRANT**

WGN, CHICAGO TRIBUNE STATION

50,000 WATTS

Congratulations to WGN on Its 10th Anniversary

50,000 WATTS

50,000 WATTS

Congratulations to WGN on Its 10th Anniversary

**Lawrence Salerno**

WGN, CHICAGO TRIBUNE STATION

**Ireene Wicker**

KELLOGG'S SINGING LADY

Monday to Friday, Inclusive, 4:30 P. M., CST, WGN-NBC

Congratulations to WGN on Its 10th Anniversary

**Francis X. Bushman**

CHICAGO TRIBUNE STATION

50,000 WATTS

Sincere Congratulations to WGN

50,000 WATTS

**Virginia Clark**

(HELEN TRENT)

CONGRATULATIONS  
WGNOn Your 10th Anniversary and for the Opening of Your  
50,000 Watt Station**FAMOUS MUSIC  
CORPORATION**PUBLISHERS TO PARAMOUNT PICTURES  
1619 Broadway, New York CityCONGRATULATIONS  
WGNOn Your 10th Anniversary and for the Opening of Your  
50,000 Watt Station**DeSYLVA, BROWN  
& HENDERSON**

JOEY STOOLE, Chicago Manager

Congratulations, WGN  
10th—Anniversary—10th**Leo Shunken  
Dick Broemel**

STAFF ARRANGERS

**BERENICE  
TAYLOR**

CHICAGO TRIBUNE STATION

50,000 WATTS

Congratulations

WGN

(Chicago Tribune Station)

**PAT****KENNEDY**

ALSO

Many Thanks to

WGN, Paris Medicine Co.,  
Stack-Coble Adv. Agency—  
Not Forgetting Guin Ryan and  
Len Salvo.

50,000 WATTS

Congratulations to WGN (Chicago  
Tribune Station) 10th Anniversary**Blackhawk Restaurant**

139 No. Wabash Ave., Chicago

"YOUR HOTEL IN CHICAGO"

THE NEW

**PALMER  
HOUSE**Congratulates WGN on Its  
10th AnniversaryThe Palmer House is privileged to  
present the world's outstanding en-  
semble—directed by Ralph Gine-  
burgh—and the city's foremost  
dance orchestra—directed by Rich-  
ard Cole—as EXCLUSIVE WGN  
FEATURES.

50,000 WATTS

Congratulations to WGN on  
Its 10th Anniversary**RALPH  
GINSBURGH**And His  
PALMER HOUSE ENSEMBLE

50,000 WATTS

Congratulations, WGN

50,000 WATTS

**ARTHUR WRIGHT**

Personal Management DAVE KAPP

50,000 WATTS

Congratulations to WGN on Its 10th Anniversary

50,000 WATTS

FROM

**The Blackstone Hotel  
String Ensemble****Irving Margraff  
Paul H. Kruze****William Levitt  
Joseph Margraff**Personal Management KEN RAY  
BLACKSTONE HOTEL

CHICAGO

50,000 WATTS

Congratulations to WGN  
10th Anniversary**The  
Rondoliers**Pioneers of the Airwaves  
WGN—DAILY—CHICAGO

50,000 WATTS

Congratulations to WGN  
on Its 10th Anniversary

50,000 WATTS

**MARK LOVE**

WGN, CHICAGO TRIBUNE STATION

50,000 WATTS

Congratulations to WGN  
on Its 10th Anniversary

50,000 WATTS

**RALPH JUUL**

(JUST PLAIN BILL)

50,000 WATTS

Congratulations to WGN on Its 10th Anniversary

50,000 WATTS

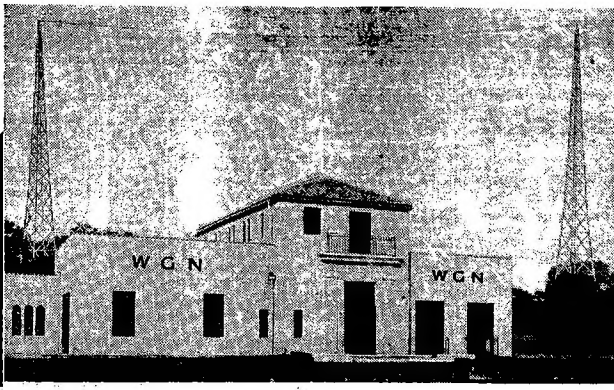
**WGN CONCERT ORCHESTRA  
ADOLPHE DUMONT**

MUSICAL DIRECTOR

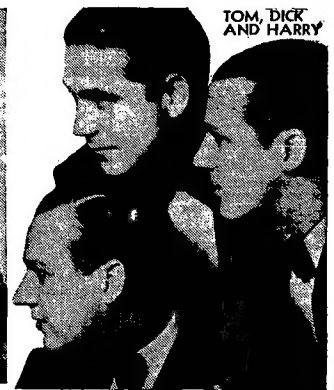
CHICAGO TRIBUNE STATION

DRAKE HOTEL

CLARA, LU  
AND EM



TOM, DICK  
AND HARRY



THE W-G-N TRANSMITTER AT ELGIN, ILL.

# W-G-N SALUTES THE NATION

On Its Tenth Anniversary With

## A NEW 50,000-WATT TRANSMITTER

Starting this week, W-G-N, affiliated with the Chicago Tribune, the leading independent station of the middlewest, doubles its power to reach new heights of broadcasting efficiency and a larger service area with its great programs. W-G-N, the independent station with programs of network quality, signalizes its tenth anniversary on the airwaves with the inauguration of its new 50,000-watt transmitter equipment. This doubles its former broadcast power.

New listeners in a wider service area and an increased intensity of coverage of the central five states are assured with the installation of the latest type of transmitter. The middle-western market which will be served embraces more than 20,000,000 people and most of them already are regular listeners.

W-G-N has pioneered many of radio's greatest programs of today. The custom of broadcasting news events from coast to coast and the unusual in feature programs broadcast independently of the national networks has made W-G-N an outstanding station since its inception.

W-G-N originates five programs for the two national networks—Orphan Annie, Singing Lady and Clara, Lu and Em for NBC, and The Romance of Helen Trent and Just Plain Bill for CBS. In addition W-G-N combines with the Michigan network to present The Lone Ranger and with WOR and WLW for the Stars on Parade program. Two other W-G-N shows, The Boy Reporter and Bob Becker's Program on Dogs, have been so successful that the sponsors have had these live talent productions on W-G-N recorded and rebroadcast by transcription on several other stations.

Great names of the entertainment world are featured daily on W-G-N, and its service programs and educational features are unsurpassed.

On Thursday evening, March 29, the salute to the nation and the inauguration of the new transmitter equipment will be celebrated with an all star parade of talent before the W-G-N microphones. Stars of the stage, screen and radioland will combine their talents for a full evening of brilliant entertainment.

WAYNE  
KING  
and his  
orchestra



QUIN A.  
RYAN  
Manager of  
W-G-N



IRENE  
WICKER  
"The Singing  
Lady"



SHIRLEY  
BELL  
as "Little  
Orphan  
Annie"



RALPH  
GINSBURGH  
and his  
ensemble



PIERRE  
ANDRE



BESS FLYNN  
as "Mother  
Moylhan"



VIRGINIA  
CLARK  
as "Helen  
Trent"



FATHER  
EUGENE  
O'MALLEY  
and his Paulist  
Chorists



RALPH  
JULI  
as "Just  
Plain Bill"



EARL  
BURTNETT  
and his  
orchestra



FREDERICK  
STOCK  
and the  
Chicago  
Symphony  
Orchestra



ADOLPHE  
DUMONT  
W-G-N  
Concert  
Orchestra  
Director



BOB  
BECKER



THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL  
416.4 METERS—780 KILOCYCLES

NATIONAL PRESTIGE... SUPERIOR PROGRAMS... 50,000 WATTS POWER  
CLEAR CHANNEL... INTENSIVE COVERAGE IN CENTRAL FIVE STATES



PAT  
KENNEDY



FRANCIS X.  
BUSHMAN



RICHARD  
COLE  
and his  
orchestra



ARTHUR  
SEARS  
LENNING



JAN  
GARB  
and his  
orchestra



JOHN  
HARRINGTON



BOB  
ELSON



## RADIO CHATTER

### New York

Sally Singer, who warbles on the big-time airwaves, really is Sally Schermerhorn of Glens Falls.

Harry Springer is offering a new daily organ program from WEGS, Elmira, N. Y., and it's entitled "Console Capers."

Ernie, Al and Nate have returned with their comedy and music to WESG, Elmira, N. Y.

Nan Halperin introduced over WEVD Friday night (23) the winners of the Long Island Daily Press radio contest and also did some entertaining on her own.

NBC has built a program around the reminiscences of E. B. Marks, music publisher in "They All Sang."

Edith Murray had to give up four weeks of RKO time as the result of an auto smash up.

Weber and Fields auditioning for NBC.

Tony Wons talking about getting up Alexander Woolcott, David Ross, Pedro de Cordoba, "Voice of Experience" and himself into a production of "Julius Caesar."

Clem McCarthy in dramatic

sketch given a hearing by the NBC program board.

Don Bestor will have Florence Case for the warbling in the General Fire show, which starts Friday (26).

Leon Belasco's stay on the Armour show extended for five weeks.

Three Little Saxes, one of the few air teams in the east still strictly identified with the tag of the pay-check signer.

Landt Trio and White open at Warner's Earle, Washington, April 12 instead of the 20th.

Gene and Glenn will do their stint for Gillette from New York.

### New England

WDEV, Waterbury, Ct., is trying DX test programs on Sunday mornings from 2 to 5:30 o'clock.

WCAX, Burlington, Vt., now using two announcers on its evening programs of recorded dance music.

Middlebury (Vt.) College Glee club is scheduled for broadcasts over WJZ and WOR.

Stephen C. Dorsey Insurance Agency, Rutland, Vt., sponsoring bridge broadcasts over WSYB in that city.

The Playhouse, Montpelier, Vt., sponsoring a series of recorded dance music programs over WDEV, Waterbury.

Joe Rines, whose orchestra is aired from the Hotel Bradford's Cascades Roof, Boston, over WEZ nightly, requested listeners who wanted a photo of the band and Joe to write in. In five days Joe received over 4,000 letters.

It is rumored that Jacques Renard will replace Charlie Hector and his orchestra at the Club Touraine, Boston. There's a WNAC wire in there.

Walter "Hop" Meyers, bossman at WEZ, Boston, was a guest passenger on board the American Airways new Condor speed plane in a trial trip to New York and back the other day.

One of the surest handingers of spring is the annual urge at WEEL to organize a baseball team in the hope that the ball-and-throw tossers at WEZ can be coaxed into a contest.

The questionable privilege of organizing the boys at WEEL is perennially thrust upon the shoulders of Lewis Whitcomb, who, after four years of considerable consideration, believes the time is ripe, if he could find a pair of spiked shoes, a trainer and an indoor baseball.

Despite his enthusiasm, several of the WEEL gang are talking a good game of baseball and the idea has possibilities akin to the annual sea trip on the swan boats.

Note to Mr. Webster: How about including the verb "to audition" in the next dictionary. Eleanor Geer, WAAE program director, had a letter the other day from someone who wanted to audition for a program.

Cleon B. White, Boston showman, is now resident manager of Artists Service for NBC in New England.

First broadcast from Boston in the history of the Metropolitan Opera Company will be heard over NBC networks during the Met's brief tour in the city this week. Next Saturday American Tobacco will present its regular matinee performance from the Boston Opera House.

Wayne Randall of the New York NBC press department in Boston the other day on a rush visit. Had lunch with local radio scribes and NBC men during which the radio-press agreement was discussed.

Bob White, poet and friendly philosopher of the air, has added a new nightly sustaining broadcast to his present schedule over WNAC, Boston.

Occasional vulgarity of Penner, Cantor and Brice has caused an undercurrent of growing among touchy New England listeners.

Archie Lederer, WICC, Bridgeport, planning again after Bermuda basking.

Bridgeport Little Theatre league, directed by Mrs. Frederick Geler, readying for WICC drama series.

Herbert Anderson, baritone at WICC, Bridgeport, introducing guest stars in Sunday night stint.

Margaret Worley, 8-year-old daughter of Norwalk Methodist preacher, added to "Lines and Spaces."

Archie Lederer, WICC, Bridgeport, script series at WICC, Bridgeport.

### Pennsylvania

Harold Davis, WDAS program czar, hopping to N. Y. every weekend to see Jo Riley, of the Major, Sharp and Minor trio.

Hugh Lederer, WCAU script czar, wears a Penn. Univ. Phi Beta Kappa key.

Bill Bailey signed to do between-the-rounds commentary with Benny Bernhardt on the GBS fight show via WPNB.

Helen Grey, the WFI press director, laid low by an auto smash. Got wearing a nasty scar over the right eye.

WCAU announcer James Begley, with a dozen CBS jobs a week, being groomed for promotion.

A bad case of measles caught up with Blayne Butcher's day, Patricia Ann, on St. Patrick's Day.

American Legion of Allegheny county presenting famous war heroes to tell heretofore untold war experiences over WWSW, Pitts-

burgh, as tie-up with national campaign for preparedness against war.

While Bill Huston, WPNB remote announcer in N. Y., is fighting the flu, subbing is being done by Allen Courtney, program boss of WOV.

Dave Rakain in Philadelphia to arrange for the new Jan Savitt band, between jobs for Lamin and Fredrick Rich, N. Y.

Philly Musicians' Union lining up a big charity ball for April, with Benny Meroff's unit scheduled for the date.

WCAU talking it over with Mickey Alpert to do a commercial show, while m.c.'ing at the Chez Samokann.

Sian Lee Broza grooming a young college band along the Waring style for an early build-up in Philly. Unit comes on June 25.

With the nuptials announced between the two WCAU warblers, Carlotta Dale and Pearson Lesay, the radio is considering a big air wedding on June 25.

Darrell Martin, radio Ed, "Post-Gazette," Pittsburgh, corralled Morton Downey as his guest columnist for a day.

John Fraser, graphologist, formerly with WOR, Newark, doing character analyses for listeners from examples of the handwriting at WWSW, Pittsburgh.

There may be a local Pittsburgh hook-up for Fred Waring when he comes to town April 13 for annual dance of Masquers Club.

Marty Gregor's KDKA, Pittsburgh, band named winner in Motor Square Garden battle of music with Veeva Stevens, WWSW orchestra.

Marjorie Cantor, Eddie's daughter, Frenchy, his valet, and Eve Sully interviewed on same program over KDKA, Pittsburgh, last week.

Dave Rubinoff took St. Steinhauser, radio Ed, Pittsburgh Press, to New York as his guest over weekend for former's Chase and Sanborn broadcast.

Rev. Jack Hunyon, young radio evangelist, had a 15-minute talk with Aimee Semple McPherson over WWSW, Pittsburgh, when Angelus Temple, Leavenworth, came to town to debate with Atheist Smith.

Betty Dugan, formerly pianist with WWSW's Radio Rascals, Pittsburgh, now on her own program over that station. It's heard twice weekly and designed to give radio experience to talented youngsters.

Sammy Riggs, Pittsburgh KDKA's "Uncle Tom and Betty," now has two sponsors and eight programs weekly.

Will Lamont's Hotel Roosevelt orchestra, with Sally Hughes, soloist, now a regular sustaining feature over WWSW, Pittsburgh.

Pitt "Panther," umorous publication of University of Pittsburgh awarded its March plaque, given to "most notable visitor to Pittsburgh during the month," to Eddie Cantor last week.

### Pacific Northwest

Governor Martin of Washington was in KVI Tacoma studio, for broadcast. Heard Bluebelles, pop girls' trio rehearsing, and extended his hand, saying they were one of his popular artists. Girls were given next hand invitation to attend next Governor's ball.

Big daffodil parade was picked up and sent out over KVI (CBS), Tacoma. Saturday Mike located along parade and at Queen's throne, and she extended greetings.

Paul Heltmeyer, manager of KGW and KEX, located in a brand new office. Whole studio set-up changed and oldtimers hardly recognize the old favorite station on "Hot Owl" days.

Dean Metcalf, KGW announcer, impressed the continuity department last week by turning in a swell music continuity.

Harry Simpson, chief engineer KGW-KEX, turning out new sound

chariot for studio use—new setup carries assortment of noise devices, as well as being equipped with sound—turntables and recording equipment.

Archie Presby, production and program manager of KGW-KEX, working towards goal of having one drama presentation each week—night—at present lacks but two days of goal.

Dave Drummond turning three action scripts weekly KGW and KEX.

Forty-five days' work for a crew of Portland radio technicians, besides employment for various other craftsmen, will be provided through the award of an \$8,000 United States forestry contract to the Radio Specialty company of this city for 100 portable radio transmitting sets.

### Mid-West

KSO used remote control in all principal departments at formal opening of new Utica Clothing co. Station imported NBC's "Merry Macs" who strolled the four floors for broadcasts of 15 and 45 minutes.

This 100-watt station has had high success importing national talent, including Kate Smith and Morin sisters and will do more. Al Triggs, ace sports announcer, did announcing and Paul Spor directing orchestra for the event.

Minnesota Tribune publishes "explanation" over radio column: (Continued on page 44)

### Read What "UNCLE NICK" SAYS

## THREE SCAMPS

HEADLINING  
ROXY THEATRE  
(This Week, March 23)

Nick Kenny—New York Daily Mirror, March 26  
I WONDER!  
If the Three Scamps know that the act they're doing at the Roxy theatre this week is good enough to stop any show, anywhere?

RADIO'S HOTTEST TRIO  
ON THE NBC NETWORK  
SIX TIMES WEEKLY

TWO COMMERCIALS

Personal Direction  
JAMES L. SAPHIER  
RKO Building, Radio City  
Circle 7-7890

THE CROONING TROUBADOR

## nick lucas

WABC NETWORK, WEDNESDAY, 11 P. M.—FRIDAY, 6:30 P. M.  
COLUMBIA BROADCASTING SYSTEM

### Congratulations and Best Wishes To WGN and Members of The Executive Staff

Your ten years of activity in radio entertainment and public service has always been deserving of the highest praise. WGN's splendid broadcasts reflect your high standards that have been a credit to the radio and show world. For this—Congratulations!

Entering the new high-powered radio field with 50,000 watts of broadcast strength, your fine programs will be carried to even greater distances and larger audiences. For your entrance into this larger field—Best Wishes!

During the years of our pleasant association in the broadcasts of our orchestras, our relationships have always been most cordial and helpful. For this—Our Appreciation!

Andrew Karzas  
Aragon and Trianon Ballrooms

## RENE TAYLOR

HEADLINING  
RKO PALACE, NEW YORK  
THIS WEEK (March 23)

Personal Management  
Seger Ellis, ROCKWELL-O'KEEFE, Inc.  
RKO Bldg., Radio City, New York

# RADIO SHOWMANSHIP

(Merchandizing Stunts and Program Tieups)

## OUTSTANDING STUNTS:

**RADIO BOY SCOUTS**  
KGW-KEX, Portland, Ore.

**DATED COLD CREAM**  
WAAT, Jersey City

B. on Air

Portland, Ore.  
Troop No. 199, Boy Scouts of America, the first and only radio troop in the United States, received its charter from the national council in New York. The charter was presented to Larry Allen, promotion manager of KGW-KEX and a member of the troop committee, by P. H. Yearout, scoutmaster. Radio, too, is officially recognized by the national council of the Boy Scouts and its purpose is to provide an opportunity for boys who live too far from troop meetings, or in towns where no troop exists, to become scouts. The group was organized several years ago, but it was only recently that the idea was resolved to turn it into a radio troop.

Meetings of the troop are held every Saturday over KEX and the Scouts belonging to the troop attend the meetings merely by tuning in on the station. Regular instructions in scouting are given and members may advance in accordance with the national program and sending in for advancement applications.

Charter is signed by all of the honorary officers of the organization, the national president, commissioner and chief scout executive. Committeemen of the radio troop are Paul R. Heitmyer, manager of the Oregonian, KGW-KEX radio service; C. O. Chatterton, assistant business manager of The Oregonian, and Larry Allen.

**Dated Cold Cream**  
Jersey City.

Nature Food on WAAT here is using a "dated cold cream" stunt. Naturally, such a stunt by Chase and Sanborn's similar copy idea for coffee.

It's a direct mail proposition. Listeners are asked to mail in \$1. to receive fresh cold cream that has "gone rancid on dealer's shelves."

**Holy Week's Radio Show**  
Syracuse, N. Y.

As a box office attraction for Holy Week, Loew's State in association with WFBL will produce a stage revue featuring local artists broadcasting from the station. Harry P. Shaw, Loew manager and extender, will triple in brass as producer, director and master of ceremonies.

List of talent includes Jackie Shannon, Bill McGrath, Duane Weir, Red Thomas, George Armstrong, Leonard and Marie, and the "Bride Leeches." Three Notes in Blue, "The Gypsy Man," Little Miss Hannah and Roy's Rhythm Kings, band, directed by Louis Brummitt. Orchestra and some of the artists broadcast from Loew's stage every Sunday afternoon as a curtain raiser to the film program, programs being commercially sponsored by Roy's, local credit furniture house.

Scenery recently used at Loew's State, New York City, for an NBC revue, is being brought in for the local production.

**revity and A&P**  
New York.

Atlantic and Pacific, sponsor of the Harry Horlick musical show, is issuing a weekly program for their Radio City broadcasts.

A&P is proud of its long-established policy of laconic advertising, calls attention the maximum of 45 seconds devoted to commercial plugs. Program as outlined in a bulletin paper with photographs of the talent gives brief comments on the various compositions. Those attending the broadcasts are handed the program as they enter.

Notes, by Milton Cross, are simple, brief.

**ramatized Propaganda**  
Newark.

Use of radio for dramatized propaganda on behalf of pending legislation is sufficiently unusual to warrant comment. In question was a WOR broadcast by Dr. Arthur Frank Payne, psychologist, who used a cast of amateurs to illustrate the old-fashioned and disreputable divorce laws of New York State as they presently operate.

Rather startling for the radio is comment on auditory and professional co-respondents. Payne argues that the disgrace of New York is that it is necessary to commit a crime to get a divorce. Grievous perjury and hypocrisy are natural accompaniments of archaic legislation that encourages these things. Payne asserted, and his actors clumsily interpreted.

WI Showmanship

New York.  
WINS, independent station, recently took over and successfully carried through an elaborate full-hour program with Robert Ripley, "Believe It or Not," which was originally scheduled for NBC. Network belatedly found itself unable to clear the 6-7 p.m. niche so the responsibility passed to WINS because of its influence on the publicity of the short-wave hook-up over W2XAF made postponement impossible.

WINS had only three days to whip the program into shape for presentation. In this time it had to prepare a script, line up a dozen foreign language translators, including Chinese, Japanese, and Arabic and make orchestration of rare music like the Icelandic anthem.

Besides Ripley with 14 pages of script for his own contribution to the program was handled for WINS by Kenneth Robinson, announcer; Hal Bidwell, producer; Vincent Sorey, music, and, as a bonus, a Kunitz, all functioning under the showmanly supervision of Bradley Kelly, station boss.

It was possibly one of the toughest assignments ever tackled by an independent broadcaster and won WINS much favorable comment.

**More Wit, Less Sugar**  
New York.

Tony Wons' afternoon session for Johnson wax represents progressive improvement over his former work by listening to the program and sending in for advancement applications.

Charter is signed by all of the honorary officers of the organization, the national president, commissioner and chief scout executive. Committeemen of the radio troop are Paul R. Heitmyer, manager of the Oregonian, KGW-KEX radio service; C. O. Chatterton, assistant business manager of The Oregonian, and Larry Allen.

**Magician-WOWO in Stunt**  
New York.

A direct tie-up between WOWO and its new radio playhouse in Indiana theatre had magician doing his stuff in the air waves. His assistant to sleep in window of station building on first floor at the same time spelling over the radio, such as "Now you are going to sleep, and now you are going to sleep, etc."

A mob collected around window and jammed traffic for a time. Lady slept in window for ten hours and was then taken out to theatre, where regular program was presented from stage. Great Richard staged the show and his unit at house for five-day run.

**lim Plots on Air**  
Philadelphia.

Phyllis Foster, WDAS women's commentator, inaugurating new radio idea this week by forming station's dramatic club to air current pic dramatizations. Complete cast consists of studio employees. Tie-up on publicity with local theatres brings in original play. One of the few Philly air shows ending any newspaper space. Show is a quick catch-on, and sponsorship is looming for three clients.

**ighting Mayors**  
Charlotte, N. C.

At the same hour, recently, that Mayor Arthur H. Wearn, of Charlotte, was explaining the troubles of the nation's largest city over the radio, Mayor Arthur H. Wearn, of Charlotte, was explaining the troubles of the nation's largest city over the radio, Mayor Arthur H. Wearn, of Charlotte, was explaining the troubles of the nation's largest city over the radio.

Southern mayor had been taking his troubles to the people over radio for months. When the unexpected "competition" appeared from New York, WBT listeners switched, with bated breath, from one presentation to the other. The stories of affairs in the two city halls were strangely similar.

Both mayors were lashing out at "obstructive politicians." In addition, Mayor Wearn answered his taxpayer critics who had formally objected to closed sessions of the council. He declared that, since he was regularly on the air with a broadcast from the minutes of the council meetings, that the sessions were "open."

**Insurance Program**  
Oklahoma City.

Ansel Earp, Oklahoma City insurance man, has resumed his current pic dramatizations. Complete cast consists of studio employees. Tie-up on publicity with local theatres brings in original play. One of the few Philly air shows ending any newspaper space. Show is a quick catch-on, and sponsorship is looming for three clients.

**WBT Boulevard**  
Charlotte, N. C.

WBT has received the unusual recognition of having a state highway named after it, despite protests from older citizens that the name "WBT Highway" would make for Route runs by the station's power

plant, several miles from the city. This was formerly known as "Nations Ford Road," and it has been a principal avenue of travel since it was first established as an Indian trail more than 200 years ago. Leading to the only passable ford across the Catawba river for miles in this direction, the route was later an important post road.

A howl from the historic-minded said and the highway commission stuck to its announced intention of renaming the route for the radio station.

**Crazy Crystal-W. U. Tie-Up**  
New York.

Western Union is one of the most receptive big business organizations for tie-ups of all kinds. Lovell Thomas, Sunoco program recently arranged to receive congratulatory messages (by number) over W. U.

Another Western Union tie-up is evidenced over WBNB here for Crazy Water Crystals, up-and-coming merchandizing outfit which sells beaucoup medicine at \$1.50 per ounce. Customers desiring to purchase the crystals may do so (presumably for a messenger fee) by calling Western Union. An announcement to this effect is made over the air.

**Stations Curious**  
Tacoma.

Many eastern stations are writing here to get a line on an experimental broadcast recently sent out by KVI (CBS) in which a meat-cutting demonstration was carried for a half hour. The broadcast is the first broadcast of this nature ever tried out on the air.

Two meat cutters sliced a side of beef and described the cuts as they went along. KVI was also hooked in on this program.

**Unspoiled Vermont**  
Montpelier, Vt.

Publicity Department of the State of Vermont is taking advantage of the DX test programs over WDEV, Waterbury. With letters reaching the station from all parts of the country at the rate of nearly 100 daily, the publicity department is mailing to each writer a booklet "Unspoiled Vermont."

Publicity department figures through these means they are reaching a new class of people who may be interested in the state.

**ing Results**  
Albany.

Two sales, one amounting to \$400 and the other to \$150, were made as a result of an immediate response to a commercial on WFO, sponsored by an Albany furniture store. There is no undue plugging, merely a brief description of modern furniture and the sponsor's name and address at the conclusion of the program. The rest of the weekly five-minute period consists of a brief description of modern furniture and the sponsor's name and address at the conclusion of the program.

Royden Rand, WOKO dramatic director. He speaks on various topics, such as character, beauty and personality.

**Tacoma Smells Claque**  
Tacoma.

Tokels are wondering why the suburbs of Tacoma are so noisy on Saturday nights with not a sound from B. A. Rolfe. They are talking about a phone sound effect popular here and loud noise for Ripley with none for him ired some of his fans.

Robert B. Cochrane, night supervisor of Station WVNC, Asheville, has resigned to accept a position with the Evening Sun in Baltimore, Md. He has been with WVNC for the past two years as announcer, publicity, and production man.

Clark Bros. Gum Co., Chicago, has assigned to WJR, Detroit, WGY, Schenectady, and WBT, Charlotte, recorded sessions of "Yo Be the Judge" for a run of 13 weeks. Agency on the account is Kastor and World Broadcasting did the producing and booking.

CKLW, Detroit, snatched a 13-week run of CBS chain-break announcements in April, for the Halsted Oil company's Spring-Eze product. Six times weekly through the Behl and Walde agency.

Snedden Weir, studio manager of WOKO, Albany, has been off the air because of a cold and tonsillitis.

Raymond Rubicam, partner in Young & Rubicam advertising agency and principal owner of Tide, has brought out the first issue of a tourist camp trade paper entitled "Highway Traveler." Dexter Masters of Tide is editor.

Laurence Callahan, radio announcer, was arrested at Fort Worth, Texas, on charge of operating station FWTK without a license, and the station equipment was dismantled.

## Renewals

**Lady Esther Co.**, 13 weeks, effective April 15; CBS, 9 stations, with a Sunday half hour added to the Monday night program affected by this renewal.

**Hudson Motor Car Co.**, 13 weeks, Saturday night half hour on NBC's red (WEAF) link, starting March 31.

**Bristol-Myers Co.**, 13 weeks, effective April 4, 9 to 9:30 p.m. on NBC's red, for Ipana Toothpaste.

## PHILADELPHIA

**John Lucas & Co.** (paints), Daily spot announcements for five weeks (Jerome H. Grey Agency). WCAU, Fox-Wells, 15-minute, Sunday, 9:30. Placed direct for 26 weeks. WCAU.

**United cmedes**, half-hour transcripts, twice daily, six and a half hours a week, 13 weeks (Heath-Seehol, Inc.). WCAU.

**Triplex Shoes**, spot announcements, twice daily. Placed direct for 3 weeks. WCAU.

**Hollywood Dress Co.**, two 15-minute talks weekdays for 14 weeks. Placed direct. WPEN.

**Lighting's**, jewelry store offering gold-buying service. Two talks weekdays, six on Sundays, 14 weeks. Placed direct. WPEN.

**Weinreich's (bakery)**, three talks weekdays for 13 weeks. WPEN.

**Philadelphia Medical Research**, four 5-minute talks each week for four weeks, starting April 1. Directed by W. A. Watson-Chalmers (doctors' supplies), 13 weeks participation in "Milady's Interests" program. Three a week, 13 weeks. WPEN.

**Magen Stone Co.**, musical program Sunday night at 8:30 to 9:45. Placed direct for 13 weeks. WRAX.

**C. F. Simonin & Sons**, contract renewal indefinitely for daily spot announcements. Placed direct. WRAX.

**Hollywood Dress Co.**, daily announcements in foreign languages for three months. Placed direct. WRAX.

## BOSTON

**Gold Redeeming Corporation of America's** 26 announcements, starting March 26. Through David Malkiel. Boston. WEEI.

**North Shore Dye Company**, 13 15-minute programs, 13 weeks, 10:30 a.m. Through David Malkiel. Boston. WEEI.

**M. Winer & Company**, 13 15-minute programs, started March 25. Through David Malkiel. Boston. WAAE.

## SEATTLE

**Baker Fur Co.**, recordings, 15 minutes daily, except Sunday, March 12 to June 11. KOL.

**Bulova Watch Co.**, time signals twice daily for one year, starting March 21. KOL.

**Alka Seltzer**, 15-minute daily, Comedy Stars of Hollywood, three times a week for one year over KOL; started March 20.

**Forbes**, series of 13 announcements over KOMO and KJR. Wilson-Patrick Co., 15 minutes of stock quotations daily except Sunday for 60 days; started March 20. KJR.

## BRIDGEPORT

**Retail Manufacturers Furriers Association**, Cosmopolitan Quartet (William Rockel, Reinhard Grab, Anthony Bordes, Edmond Hart and Mrs. Helen Christman), quartet, hour at 10:45 p.m. Mondays, beginning March 26. WICC.

## TACOMA

**Burnett Bros. Jewelers**, spots KVI. **Crystal Palace Shoe Repair**, daily, 15-minute programs. KVI.

**Nu-Wood**, John Dower Lumber, spots daily. KVI.

**Mello-Glo**, one-minute transcription three days weekly for 13 weeks. KVI. Spot announcements.

**Glaser's Distrib. Co.**, two 15-minute programs weekly, "Do You Believe in Ghosts?" KVI.

## NEWARK

**Phillips Jones Corp.** (Van Heusen) renewal, 30 weeks, starting March 30. Friday nights. Teddy Bergman, Betty Queen, Romdolls Quartet, Harold Kern's ork, Bill Smith and trio. WOR.

## LOS ANGELES

**Gaffers & Seattle**, Tuesday 7:30-7:45 p.m., Pasquale, Bert Elice and Californians, for one year. KFVB.

## OMAHA

**Merriold Johnson**, Des Moines, plugging contest offering \$2,500 in prizes, five minute program, Tuesdays, Wednesdays, Thursdays at 3:45 p. m., until further notice. WOW.

**Storz Brewing Co.**, 1d Saxon Beer, announcement daily except Friday for one month; began March 18. WOW.

**Institute of Radio Broadcasting**, training in continuity writing, announcement daily except Sunday, March 20 to April 12. WOW.

**Omaha Electrical Exposition**, 15 minute program daily April 3-7 inclusive, 3 p. m., broadcast from exposition site. WOW.

**Little Boy Blue Blasing**, and Little Bo Peep Ammonia, announcement daily except Sunday on the women's morning program "Talking Things Over" with Bea Baxter. Indefinite contract, placed through Greg, Blair & Spight, Inc. WOW.

**Deborna Chemical Co.**, announcements daily for one month, Thursdays, Saturdays, March 13 to July 12, inclusive. Placed through Bezel & Jacobs, Inc. WOW.

**Smith Agricultural Chemical Co.**, six announcements between March 21 and April 9. Placed through Mumm, Romer, Robbins & Pearson, Inc., Columbus, O. WOW.

**W. A. W.**, character loans, announcement daily week of March 18-24. Placed through Earl Allen Co. WAAW.

**Lord's Supper**, announcements daily for one month. Began March 19. WAAW.

**Master Breeder's**, chick farm, announcements daily for one month, Began March 19. WAAW.

**J. F. Bloom Co.**, monuments markers, announcements daily six months. Began March 19. WAAW.

**Storz Brewing Co.**, Old Saxon Beer, announcements daily for one month. Began March 7. Placed through Ebanth Thomas Agency, WAAW.

**Orman Bakery**, Dreibus Candy Co., each one half-hour program weekly on Big Brother Club. WAAW.

**Radio Liver Pills**, three one minute transmissions per week for one year. Began March 20. Placed through Spot Broadcasting Co. KOL.

**Martha Washington Candy**, 26 daily announcements. Placed by Elie-Sheets Candy Co. of Chicago. KOL.

**Montenelle Brewing Co.**, Robin Hood Beer, announcements daily, March 16-21, inclusive. Placed through Bezel & Jacobs, Inc. KOL.

**Bluffs**, announcements twice daily, five days per week, until April 20, through Frank H. Sawdon, New York. KOL.

**Nebraska Clothing Co.**, three announcements, special sale. KOL.

## HONOLULU

**Lever Bros. (Lux Soap)**, 13 weeks, mystery show. Placed through Conquest Alliance. KGMB.

## FORT WAYNE

**Armand Company**, 13 weeks renewal, placed through A. T. Sears. WOWO.

**Home Stores, Inc.**, 15 mins. wks. of Anson Week's recordings. Friday afternoons. WOWO.

**Red Top Cal Co.**, Indianapolis. Start April 2, three times weekly on breakfast club. WOWO.

**Central Securities Corp.**, stock quotations, Tuesdays, Wednesdays, Fridays. WGL.

**Hooster Paint Company**, weather reports daily. WOWO.

**Leagator**, 15-minute announcements during breakfast club. Through Advertising Service Corp. of Kokomo. Roller skates given away during program. WOWO.

**Metro Air Studio**, 15 mins. Mondays, Wednesdays, Fridays, during breakfast club hour. Through F. W. Zin of Cincinnati. WOWO.

**Red Top Cal Co.**, 15 mins. on Thursdays at 6:15 p.m., fast music. WGL.

**Frank's Millinery Shop**, Tuesdays and Fridays at 6:15 p.m., featuring Conlio and Mary team. WGL.

## LINCOLN

**Wine Sticks Glass & Point**, 12:15-12:45 p.m. Tuesdays and Fridays. KFOR.

**Hospitalization Corp.**, one announcement daily except Saturday and Sunday. KFOR.

**Lincoln Cafe**, daily announcements. KFOR.

**Lincoln Tent & Awning**, 13 announcements, one daily. KFOR.

**Leader Beauty Shop**, daily announcements. KFOR.

**Lincoln Oil**, additional daily announcement plugging Gillette Ties along with present contract, 26 times KFOR.

**Capitol theatre**, daily announcements. KFOR.

**Coleman Lamp & Store**, 13 elections. KFOR.

**Butternut Coffee**, 10:30-10:45 a.m. Mondays, Wednesdays and Fridays. KFOR.

## (Continued on page 44)

## New Business

(Continued from page 43)

KFAB. Program is transferred from Omaha to Lincoln studios on new contract.

Mayfair hotel (St. Louis), daily announcements for three months. KFAB.

General Mills, Sundays (CBS). KFAB.

Hill Hatchery, two announcements daily. KFAB.

Kansas Seed Co., 12:30-1 p. m., daily participation in Farm Programs. KFAB.

Boorman Seed Co., 8:15-8:45 a. m., 78 broadcasts, one daily. KFAB.

Institute of Radio Broadcasting, daily announcements and participa-

tion in Times 'n' Tunes. KFAB.

Paramount Tree Surgery, participation in Times 'n' Tunes. KFAB.

Dr. Nichols, also daily on Times 'n' Tunes. KFAB.

### PORTLAND, ORE.

Sheridan Fruit Company, local account; sold through Frederick Schmalz Agency; announcement service till further notice; 'Cooking School' and 'Friendly Chat,' program features. Daily. KGW.

Clark-Cadillac Company, announcement service, 13 times. Sold through station. KGW.

Toronto Motor Company, announcement service, plugging new Air-Flow Chrysler. Daily. KGW.

Word and Grimsshaw, automotive agency, through Ray Carr Agency, announcement service. KGW.

Bradford Clothes Shop, through Adolph Block Agency, one year announcement service, 30 times per month. KEX.

The Home local eatery, baseball announcements throughout season. KEX.

Radio and Television Institute, quarter hour programs each Wednesday, till further notice. KEX.

Carter's Little Later Pills, through Street and Finney Agency; one year announcement service, transcription. Daily. KEX.

Commercial Fire Company, announcement service throughout baseball season. KEX.

### CHARLOTTE,

Carolina Baking Co., Charlotte, N. C. Series of tie-in announcements between and after General Mills hour chain program, Saturday nights. Placed by Freitag Advertising Agency, Atlanta, Ga. WBT.

L. W. Driscoll, Inc., Charlotte, N. C. Series of six 30-minute programs, Sundays 5:30-6:00 p. m. 'The Sideshow of Life'—beginning March 25, 1934—placed locally. WBT.

Pearl Dye Co., Newark, N. J. 15-minute transcription programs Wednesday, beginning March 28. Placed by Radio Sales, Inc. WBT.

Sterch Bros. and RCA Victor Co., Inc., Charlotte, N. C. Series of 15-minute Sunday daytime programs, beginning March 18. Placed locally. WBT.

### KNOXVILLE, TENN.

Knox State Works, 13 weeks, weekly recorded quarter hour, with 'King's Men.' WROL.

Post Sign Co., Knoxville, weekly quarter hour recording with Chilo DeVardi and band and two time signals daily, 52 weeks. WROL.

Watch Tower Society, Brooklyn, weekly 15-minute recording, 52 weeks. WROL.

Moskin Stores, Inc., New York, 24 minute announcements. WROL.

Senors Roebuck, 13 minute announcements. WROL.

Chevrolet Motor Co., 10 recorded Studebaker announcements. WROL.

McLellan Store, 28 minute announcements. WROL.

Woodruff, Knoxville, 28 Frigid-ate announcements. WROL.

Crazy Water Crystals Co., original contract for six quarter hour recordings. 'Souvenirs' a week extended for indefinite period. WROL.

Pittsburgh Palace Credit Clothing Co., three announcements daily for indefinite period. Placed direct. WWSW.

Fort Pitt Breuering Co., daily participation on Polly Put the Kettle On (Lillian Malone) program for 13 weeks. Placed direct. WWSW.

## Cal. Agents

(Continued from page 4)

the failure to maintain a regular office for the transaction of business, for a continuous period of three months.

A clause on publicity or advertising of any nature, to be handled by the agency, sets up that a 'spec' of written agreement'—these points must be made, otherwise, any money paid to the agency for puffs or ads must be returned, whether or not expended by the agency.

Agents must keep records of applicants and persons under contract with them and a written record of compensation received by the clients and paid by them to the agency. These must be available for inspection by the commissioner at all reasonable times, the info to be kept confidential.

The rules and regulations are subject to change and amendment upon 'proper notice to all licensed motion picture employment agencies and after due hearing thereon.'

### Asks Moratorium

With talk of agents again trying to organize for self-regulation and adoption of broad code of ethics buzzing around Hollywood from several factions, Attorney I. Bear Newman, representing an anonymous group appeared at the session to formally request a 90-day moratorium on regulation.

Newman, whose backers later were reported to be a group of agents headed by M. C. Leves, asked the postponement of putting the rules under consideration into effect to permit the group with which he was associated or any other group to effect agency solidarity. He stated immediate adoption of the rules might be a 'practical obstacle' to be perceivably 'get-together.'

Deputy Commissioner Barker put the proposal up to the agency attorneys' committee, who nixed it, stating they would stand on the present setup.

Sherman stated he might have been in favor of such a procedure had the negotiators failed to reach such a 'complete and amicable accord,' while Blum said he 'has, was and is trying to convince agents of the need for organizing,' but that 'I, Newman, or any other group can go ahead without conflicting with the present setup.'

Barker said he personally would not proclaim a 90-day moratorium without the committee's approval, but that his office would at all times be ready to give full co-operation to any 'constructive plan by agents to organize and improve their relations.'

### Handle Tiffs

After the session, both Barker and Lowy stated it was not their intention to jump into every agent-client controversy, feeling that their office is too busy with rush of smaller-salaried workers' troubles to handle tiffs of persons financially able and willing to hire counsel and air it in court. However, they will investigate any complaints made, they stated, and secure rigid enforcement against violators.

Screen Actors and Screen Writers Guilds, which, through their attorney, Lawrence Bellenson, have several times conferred with state officials on agency regulation, with the position being taken by Barker and Lowy that agents and not clients are being regulated, has announced a hands-off policy and apparently is satisfied with the new rules.

Pressure for closer state control of Hollywood agents was started two years ago and reached the hot stage last summer, but Barker and Lowy suspended their efforts to allow the Academy of Motion Picture Arts and Sciences to go through with its agency code of ethics. State officials watched the Academy negotiations carefully and extended full co-operation.

Final Academy draft drew their semi-official nod, but the employee-producer-agents setup went flippo when the Academy tripped all over itself in pix code negotiations last October. Some of the Academy ideas went into the present picture code. State rules and regulations campaign was revived six weeks ago by Lowy and Barker on assurance from Deputy Administrator Sol A. Rosenblatt that NRA would play ball 100% with the state and would in no way attempt to interfere with state regulations.

## Radio Chatter

(Continued from page 42)

Radio programs are prepared by the radio stations. The Tribune cannot undertake to assume responsibility for confusion resulting from last minute changes.

Two WCCO performers, Betty Brewer and Kenneth Spears, will wed shortly.

North American Broadcasting syndicate of Milwaukee has included WRRM, local independent station, in its chain.

Three of the WCCO engineers have their own short wave transmitters.

WCCO's staff organist, Ramona Gerhard, selected as soloist on Minneapolis Symphony orchestra Sunday pop concert program.

Rhiney Gau, German comic, a WLW fan-mail toppler.

Elmer Dressman, publicity director, and Maurer Thompson, studio manager, of WKCY, joining Variety club.

Arthur Ainsworth, WLW announcer, a devout backyard gardener.

A pair of two-year-olds in Roscoe Goose's stable named L. B. Wilson and Broadcaster in honor of L. B. Wilson, prez of WKCY; they debut at coming Louisville meeting.

Sputter and Whine, WLW black-face fakers, memorialize Mike Charles, Negro male four-some, do spirituals on Crosley's \$50,000-watter sans accompaniment.

Hinks and Dicks, minstrel team of WLW, now in Refinery Carnival, Saturday night commers.

New Thought Temple airing Sunday morning sessions, held in RKO Paramount theatre.

WKRC; music by Pat Gillick, organist on station's staff. Paramount organ also used five nights weekly by Harold Krell for Modern Company's blasts on WKRC. Theatre gets rental fee for use of instrument and three plugs on each program.

Roscoe Gilmore Scott, author, lecturer and poet, doing humanized verse sustainers on WKCY Sunday evenings.

Al Poska, program director for KFOP-KFAB, claims for himself and the stations some kind of a record in auditioning announcer prospects.

By April, the year just passed will have seen the number pass 900, with countless others, not counted, who were dodged.

Eddie Dunstetter, organist, is now on KSTP (St. Paul) sustainer five nights a week. It's a buildup for a commercial theatre.

Leonard Leigh, former organist with Public and later on local radio stations (St. Paul-Minneapolis) is now musical director for Ray-Bell films.

With Minneapolis Symphony organ giving an all-Scandinavian program, announcers John Waid and Phil Bronson (KSTP) both stumbled on pronouncing Svensk names. Asking for help, they found there wasn't one Swede in the ork, though Minneapolis has the largest Swedish population of any city in the U. S.

### Nebraska

Lou Williams signing to sing for John Gillin at WOW.

NAB reappointing John Henry, KOIL boss, to his committee post. Joe Saunders taking up her new job at WOW after leaving the ticket window at the Brandeis.

Big Brother club at WAAW having to move from studio to Chambers hall to avoid the noise hazard.

Gordon Berquist, formerly WAAW and KMOX, in to see old friends before taking up network in the East.

Bill Wiseman, See-News radio

editor, back from a week's vacation through the South and hob-nobbing with famous at Hot Springs.

Bob Benford, College Club band leader, trade paper correspondent, medic student, etc., will leave town to take up internship in the East.

William Ruess, chairman of the Woodmen of the World board of auditors and director of personnel, telling John Gillin about his trip to Miami.

John Chappel, assistant program director at WOW, spending his spare time on the chaletauqua platform. Booked through the month and getting repeat dates, too.

### ARMOUR ★ JESTER

## PHIL BAKER

EVERY FRIDAY EVENING  
WJZ, NBC NETWORK  
COAST-TO-COAST

NEW YORK 9:30-10 P. M.  
E.S.T.  
Thru Station WJZ

CHICAGO 8:30-9 P. M.  
C.S.T.  
Thru Station WENR

## HARRY McNAUGHTON

ALIAS "BOTTLE"  
THE ARMOUR HOUR

NEW YORK 9:30-10 P. M.  
E.S.T., WJZ

CHICAGO 8:30-9 P. M.  
C.S.T.  
Thru Station WENR

Permanent Address, LAMBS CLUB, 180 West 44th St., New York City

## FRED ALLEN'S

SAL HEPATICA REVUE  
with

PORTLAND HOFFA  
JACK SMARY  
ERWIN DELMORE  
MART MCCOY  
SCRAFFY LAMBERT  
SONGSMITHS  
LENNIE HAYTON'S  
ORCHESTRA

Material by Fred Allen and Harry Tagard

WEAF  
Wednesday, 8:30 p. m., E.S.T.  
Management Walter Batchelor

## RUBY NORTON

JACK CURTIS

CURTIS and ALLEN

Palace Theatre Bldg., New York

## Isham Jones Orchestra

COMMODORE HOTEL, N. Y.  
The big show sponsored by  
EVERETT L. BROWN, L.A. 9-10 P. M.  
Sustaining—Tuesdays,  
Thursdays and Fridays, 11-12  
P. M.; Saturdays, 11-11:15  
P. M., coast to coast. WABC

Direction  
Columbia Broadcasting System

## EMERSON GILL

and His ORCHESTRA  
WTAM NBC  
Cleveland Monday  
Friday 1 P. M.

## THE KING'S JESTERS

Personal Management  
PAUL KAPP

## THE DORING SISTERS

Creators of a New Trio Style  
CBS SWIFT REVUE

33 BROOKFIELD DAIRYMAIDS  
Fri., 10-10:30 P. M. EST  
WGN, Chicago Tribune Station  
52 Weeks, Beginning Nov. 1  
Exclusive Dir. PAUL KAPP

## Jack and Loretta Clemens

WJZ

4:45-11 A. M.

on, Wed., ri,

WILBERT'S

FLOOR WAX

Sole Direction

Ben Rocks Productions

## GRACIE BARRIE

"The Sweetheart of the"

ON TOUR WITH

"THE PASSING SHOW"

Sole Direction

HERMAN BERNIE

1619 Broadway, New York

COLUMBIA BROADCASTING SYSTEM

Presents

## LEON BELASCO

ARMOUR PROGRAM

9:30-10 P. M., FRIDAYS

WJZ

MON., FRI., WABC, 12 MIDNITE

Coast-to-Coast

Nightly Sit. Moritz Hotel, New York

Sole Direction

HERMAN BERNIE

1019 Broadway, New York

## CAVIA R

ISN'T COMPOSED OF  
DUCK EGGS

nor is the success of  
a radio program  
solely due to the artist

david freedman

author-program builder

New York

## RAY PERKINS

Palmer House Cushman's Sons  
CHICAGO BAKERIES  
NBC WOR  
Direction SUDLEY E. BROWN

## ABE LYMAN

AND HIS  
CALIFORNIA ORCHESTRA

COAST-TO-COAST  
WABC

SUNDAY, 2:30 P. M.-3 P. M.  
WEAF  
WED.  
8:30 P. M.

JOHNNY GREEN

AND HIS ORCHESTRA  
OLDSMOBILE PROGRAM

COAST-TO-COAST  
Tues. and Fri., 9:30 P. M.  
BRUNSWICK RECORDS

VIVIAN JANIS

"ZIEGFELD FOLLIES"

Sole Direction  
HERMAN BERNIE  
1019 Broadway, New York City





## NIGHT CLUB REVIEWS

## CASANOVA, PARIS

Paris, March 14. A little masterpiece in atmosphere creation is this de luxe niterie, which has the distinction of having continued to do capacity business all through the strike, when most others had stopped sledding or gave up completely. Run by a Russian known only as Nicolai, whose wife, in true French fashion, takes care of the cash drawer.

It has managed to keep the super-swank feeling throughout the recent upsets, and still gets the average of \$15 for a bottle of champagne and \$3 per dry drink.

Idea of how much is spent here can be gathered from the report of taxi drivers that they have at times collected as much as \$6 commission from the place, just for bringing in one party.

Costumes of doormen and waiters are 18th century. Casanova's time. Hat checking is done by a distinguished Russian with white beard who must have been the Czar's valet, at least. Even the ladies' room is run by a female member of the famous Obolensky family, related to the Imperial clan.

Music is kept going constantly at the right tempo and intensity, and a French male singer named Pizella is headlined entertainer. One of the biggest draws, however, is an American girl, Eidegarde, who was brought to Paris from London by Charlie Gordon for his 1880 Club and who came to this spot when Charlie fled.

Hildegarde sings in English, French, German, Russian and in American-German dialect. She is a tall, willowy type, with looks, and puts a lot on the way of emotional and comic numbers. Voice is pleasant, with a torchy quality, although technically not so good.

Accompanists are George Seversky, Russian, who doubles as an aviator, and Sandra Swenska.

Heavy atmosphere is attained by lights sunk in the center of each table, illuminating a little flower vase, also sunk. They change color with the mood of the music.

While place is about the size of an overgrown dining-room and living room combination, arranged in two communicating rooms forming an L. Only 15 to 20 in. normal, but more can be added by crocheting on the tiny dance floor. Ceiling of the main room is illuminated with starry lights, and the main room—about fifteen feet away.

Much of the entertaining is in English, and the crowd is still composed of many Americans. Russians also, who end swan-sons have it. Gloria Swanson's Michael Farmer was there the night this went, minus Gloria Stern.

## CLUB LIDO

Denver, March 19. Caught on a Sunday night, the crowd was not so big. Located downtown, upstairs over Edelweiss restaurant, with a charge of \$1.10 a couple, Club Lido has enjoyed good business all winter. Al Lyons is doubling as m. c. here and at the Orpheum, where the door acts either appeared or are appearing at the Orpheum. Lilburne Cook's orchestra furnishes the music.

Floor show opens with the El-Merces doing a night of valets, followed by Neil Castagnoli, who can do more with a clarinet than anyone in Denver. Accompanied by Lyons on the accordion, Tom Jones submits a nice baritone and Alice Pickering, out of the Orpheum line, is spotted for a tap number. El-Merces close with the Caricola. It's their third week in Denver.

## Merry-Go-Round, Akron

Tony Masino has stepped back into the ranks of night club hosts with the transformation of the Merry-Go-Round taproom to a night club. Located in the heart of the downtown district, spot has no equal hereabouts. Town revelers crowded the club's first and second floors opening night with much interest in the revolving bar.

Ange Lombardi returns to Akron from Buffalo with his music. "Sparklets of 1934," brought in for the premiere, is a night of fun and a good one. Dion and Dean do adagio, have the class act of the show, and Mary Drennan sings, as also Jean Hammond; Eddie Brink tape, while, and the dance team, twins and Dorothy Wells and Violet Jordan do specialties. A chorus does four numbers.

New spot is open seven days a week, with a cocktail hour each day at 4, and club opening nightly at 6 and 3 p.m. on Sundays. Policy is no cover and no minimum. Diners are \$1.25. Place should be a hit until warm days drive the crowd to the lake spots.

## Waldorf-Astoria, N. Y.

They say around New York that repeat took the Waldorf out of the red. The hotel is doing the best of its career, even dating back to the old Waldorf (24th and Fifth) days, strictly on the cocktail trade, which in turn is helping the rooms. Any night at the Empire room, with Euric, Madriguera's excellent dance band, Antonio and Renee De Marco, and Margot as floor show specialists, evidences an amazing class patronage which even the best-paying west-of-Fifth-avenue niteries know little about.

Seemingly New York will always see a few certain spots where the tariff is fancy—\$5 for Perrier-Jouet is becoming popular for a hotel, not strictly of the nite club category—and support them in favor of more moderate spots. The Waldorf is one such; class retreats like the old Waldorf (24th and Fifth) days, strictly on the cocktail trade.

The De Marcos are at their best on the Waldorf floor. This unusual dance team is further unusual in the way of income for dancers these days. At the new Casino Varieties they're in at \$1,550; \$300 from the Waldorf; \$600 doubling into Peppy's Chateau, and are slated for the new supper room of the Hotel Plaza, after they leave Peppy's spot.

Madriguera's corking foxtrotology is limited, due to the strident band, Xavier Cugat, dishing forth the rumbas and tangos. Between the two town's dance-hounds have plenty for the hoof. Margot, the other specialist, a personality girl.

## Place Piquale, N. Y.

This is the old Lido, nee the Jungle, most latterly the Place Piquale until they shuffled the g's and q's and it became the Piquale for some strange reason. It's an intimate, smart room, a replica of the Boulevard de Clichy in Paris' Montmartre section, and caters to a sophisticated cosmopolitan patronage. Amidst the onslaughts of repeal, the hotel's ball market, no covers, etc., the Piquale, along with Peppy's Chateau Rouge (the latter's motif is a Maresilles street scene), have been holding up at a \$2 covert, offering distinctive divertissement to augment the tip-top dance music and the atmosphere favors.

Harry Rosenthal has been purveying the nifty dansapation right along, and in the changes of dance attractions and other specialists. Darlo and Diane, back from Hollywood where they doubled for Raffi-Lombard in the Bolero (F.P.) ballroom dance sequences, are the new terps stars. Claudette Corday, Parisian import, is the songstress. The dancers and Rosenthal constitute the main attractions.

Marion Chase is due back. She was a disease who was a definite covert charge draw here until called to London for another engagement.

The Piquale is under the same management as the Surf club. Later, incidentally, is picking up anew. The headliner, a charge of Peppy's Chateau (Broadway and 52d street), is not the least of the spot's attractions.

## REOPENING BLANCO'S

San Francisco, March 26. Lloyd Campbell has turned loose carpenters and decorators on old Blanco's cafe and plans to reopen April 24 at the Music Box. Signed this week with Harry Barris' band and Loyce Whitman for music.

With Campbell is Al Short, long a maitre in class local eateries.

## ARTFUL DODGERS

San Francisco, March 26. State Labor Commission has declared itself on the warpath against all employers, especially cafe owners, who fold without paying off. Arthur L. Johnson, attorney for the commission, said cafe men have been the worst offenders, particularly since repeal.

## Back Pay Suit

St. Paul, March 26. Gordon Nelson, local musician, has filed suit here against the La Casa Grande night club for back pay totaling \$459 for himself, and four other m. sikers.

Defendants named as co-proprietors were Herbert B. Christenson and J. Fitzgerald Ramsey county (St. Paul) register of deeds.

Peter McArthur, program director, WOC-WHO, Des Moines, Iowa, did the Mendelssohn in person at Aldea, Ill., taking unto himself a right wing and is now in the Mr. and Mrs. classification.

## Those Quartets

Idea of the number of warbling quartets in this country is obtainable from the sales figures on "The Last Round Up." Distribution of four-way parts on the cowboy lament to date totals over 12,000.

A third of these were handed out gratis to broadcasting and stage sources as part of the song's exploitation. Balance represents the counter disposals.

## PAR GOES HEAVY ON 'GREAT MAGOO' TUNES

Hollywood, March

Paramount will go heavy on original tunes in "Great Magoo," which will feature Ben Bernie's orchestra. Those set are "Take a Lesson from a Lark" and "Do I Love You?" by Robin and Rainger; "With My Eyes Wide Open," Ezra, "Winter Time" and "Were Your Ears Burning?" by Gordon and Revel.

Most of the songs in the picture will be sung by Dorothy Dell.

## AFM Postpones

Annual convention of the American Federation of Musicians has been put off a week. Proceedings will now open June 13 in Cleveland.

International executive board decided to make the change in date when it found that the desired hotel accommodations wouldn't be available due to previous convention bookings.

## DEFAULT JUDGMENT

Frank Graves Fails to Answer Whiteman's Suit

Sheriff's jury will be impaneled this week to determine how much of a judgment is due Paul Whiteman from Frank E. Graves, of Albany, for the latter's use of Whiteman's picture and name in a picture plot campaign. Graves' failure to put in an answer to Whiteman's suit for \$25,000 damages permitted Whiteman to take judgment by default in the New York Supreme Court last week.

In his complaint, Whiteman charged that Graves made use of the Whiteman name and photo without authorization. Whiteman also asked the court for a permanent injunction restraining Graves from distributing these or any other like circulars.

Whiteman's suit was a sequel to one brought by Graves over the right to the title "King of Jazz." Whiteman settled the issue by the payment of \$250.

## WB Group Will All Ship from One Base

Firms comprising the Warner Bros. publishing group will all ship out of a central point starting April 1. So as not to contravene the settlement agreement entered into with Max Mayer, the five companies will do their selling and billing separately.

By clearing from a single point the coterie figures it will help the dealer save in postage and express charges, since the music from these five sources will come in single packages.

Comprising Witmark, Remick, Harms, Inc., T. Harms and Chappell-Harms, group will also issue a combined monthly sales bulletin. Shipping will be done from the Warner Bros. loft building in West 54th street.

Niagara Hudson Power Corp. has turned out through World Broadcasting 75 fifteen-minute recordings of Little Jack Little and band for placement on seven stations on the basis of three a week starting April 1. B.B.D. & O. is the agency.

Coleman Lamp and Stove Co., Wichita, Kan., starts placing April 1 a recorded series of 26 one-minute announcements on 15 stations. World Broadcasting is clearing.

Bradley Kinsaid, of WGY, has sold 300,000 copies of his books, containing Kentucky mountain songs, since he began to warble this type of numbers over WLS, Chicago.

## Inside Stuff—Music

Unusual publishing arrangement is the split-up of the publication rights to the "Bottoms Up" (Fox) picture. Berlin's, which has Burton Lane and Harold Adamson under contract and which sent the pair out to work on the B. G. DeSylva musical, issues three of the "Bottoms Up" tunes.

Fox Film's official publisher, Movietone Music Corp. (Sam Fox) publishes the other song outstanding, "Waitin' at the Gate for Katy," by Gus Kahn and Dick Whiting.

As a rule, when such division of interests occurs the songs are issued by one or the other firm, by special arrangement, and so indicated. Also unique is that Buddy DeSylva, essentially a songwriter, merely contented himself with the production of the picture and didn't fashion any of the tunes, although collaborating on the story.

John McLaughlin, of Witmarks, watched the recent St. Patrick's Day Parade in New York and was puzzled at a tune played by the 69th Regiment band. Finally he recognized it as his own, "She's a Tip of the Tip of Old Tipperary," which he wrote half a dozen years ago.

McLaughlin estimated that about 14 copies of the number had been sold.

Denmark reports that there also they've started to reopen the pianos. In a letter to Shapiro-Bernstein the Jac Boesens Musiclog of Copenhagen states that the recent flow of clip melodies from the U. S. has proved that it is possible to sell sheet music again.

## EARLY ROOF OPENINGS

Hotels Plan Summer Schedules—Regis Will Lead Off

All New York hotels are planning early roof openings. The St. Regis is the earliest in order to re-establish Vincent Lopez's return there.

Paul Whiteman will also reopen the Hotel Biltmore's Cascades earlier than usual. He is due to leave the Biltmore for four weeks, in a fortnight, for a vacation and may essay a couple of weeks for Low in Pittsburgh and Shes in Buffalo, providing he can get back to town for regular Thursday night air commercial. Whiteman opens at the Capitol, N. Y., for at least two weeks this Friday (30).

## MUSIC NOTES

Mark and Marquette added to Villa Rosa show at Houston. Held over are Irish Monahan, Ruby Heath and Gladys Day.

Jack Mills has taken over the American rights to "My Song Goes Around the World" from Karl Brull of Berlin.

Hilton B. Danby is on the Coast as rep for the new publishing firm of Kornkeller and Schuster.

Edith Murray at the Morocco club, New York, for a minimum of four weeks.

Hal rayson's orchestra goes into the Del Mar club at Santa Monica, Cal., April 7, replacing Gene Quaw.

anny Harmon's band has replaced Renaldo Marical at Leighton's cafeteria, L. A.

Don Beator replaced George Olsen at the Pennsylvania, New York, Saturday (31). After a vacash of a week or so Olsen goes on tour.

Jack Bain orchestra, entertaining at the Club Victor, has been chosen by NBC as northern representative of the chain to broadcast each week on a dance program. Bain came to Portland from New York, where he spent four years with George Olsen.

Lew Brown and Harry Akat tunes go into "Now I'll Tell" (Fox).

Joe Chromis' 11-piece orchestra, recently over WCOO, Minneapolis, is making the southern sector of Iowa for college dances.

Orchestra Corp. of America bookings: Jack Pettit orchestra to Muehlbach hotel, Kansas City, March 28. Irving Aaronson and Commanders to Jefferson hotel, St. Louis, for four weeks starting March 30. Jack Miles orchestra to open at Showboat, Troy, N. Y., April 1 for six weeks with option. Barney Rapp just signed with O. C. A. for one year, opens at the Lowry hotel, St. Paul, April 7, replacing "Duck" Peyton.

## MUPA SQUAWK BLANKS SENT OUT ON ASCAP

Baltimore, March 26.

In partial acquiescence to the recently filed request of Music Users' Protective Ass'n, locally-formed anti-ASCAP group, Federal Commissioner will circulate printed forms among local niterie, eatery, dance-hall and tavern proprietors and operators. These forms are to be filled in with detailed information regarding complaints against the ASCAP.

According to Harry L. Katz, executive chairman of Music Users, similar organizations are about to spring up in other cities and will become affiliated with the local association in combating the ASCAP through hoped for NRA investigation and intervention.

## OUT OF THE RED

Davenport, March 26.

Tri-City symphony has broken into the black on its free concerts for the first time in many moons, according to Mrs. A. W. Lee, manager.

"It's one of the few organizations in the state able to present concerts and come out of a season minus a red aspect."

## GARLOCK DIVORCE SUIT

Denver, March 26.

Mrs. Marion N. Garlock, of Denver, is suing Albert M. Garlock, of Ben Bernie's orchestra, for divorce. She charges mental cruelty, seeks alimony, and asks for restoration of her maiden name, Nathan.

Couple were married here in 1927.

## ALBANY FIRE

Albany, March 26.

The Palms, night club, was destroyed by fire last Wednesday (21). Fire department officials estimated the loss at \$5,000.

Building was owned by W. W. Farley, also owner of the Capitol theatre.

Mack Goldman now doing professional contacting for Ager, Yellen & Bornstein, formerly headed Robbins Music profess department.

## World Transcends

## THE THREE HEAT WAVES

Offering the tunes of the times over WMAA in New York, He them sing: "A THOUSAND GOOD NIGHTS," "DANCING IN THE MOONLIGHT," "I JUST COULDN'T TAKE IT BABY," "INFATUATION," "THE MOONLIGHT WALTZ."

**ROBBINS**  
MUSIC CORPORATION  
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# MUSIC DEALERS, BUT DISSOLVES

## MDS Decision

Memorandum accompanying Federal Judge Bryant's verdict for the defendant-publishers in the case of Max Mayer against the Music Dealers Service, Inc., was, in verbatim, as follows:

In a case of this kind or in any case arising under the Sherman Act it is, of course, necessary to determine the issues in the light of the particular circumstances of each case. In this case I believe it is safe to summarize the formation of the acts surrounding the formation of Music Dealers Service briefly as follows:

The publishers, prior to and in the early part of 1932, were disturbed over the condition of the retail dealer. The dealer was essential to both the publisher and the wholesaler. It seemed necessary to the plaintiff in this action, as well as to the publishers, to form a new plan whereby the dealer could obtain music at a price that would enable him to compete with syndicate stores, chain stores, mail-order houses, and so forth. In an endeavor to remedy this condition the Music Dealers Service was formed. While Music Dealers Service was formed not for the purpose of eliminating this plaintiff or any other concern from the business, but was formed, rather, for the purpose of encouraging and increasing sales, yet the results of the work of Music Dealers Service, and especially the result of one of its operations—that of selling at one price to large dealers as well as small—did inevitably tend toward the elimination of, at least, the curtailment of so-called jobbers in the business. The Music Dealers Service, as organized, does not come within the provisions of the Sherman Act as construed, provided its functions were and are only those of sole distributor and selling agent of its stockholding and contracting members. On the other hand, if, as the plaintiff contends, its real functions were and are to monopolize the trade, fix prices, impose inflexible and onerous terms, or do any other act or acts which tend to obstruct a free flow of commerce, then of course the opposite is true.

From all the evidence in this case, and considering all the circumstances surrounding the facts in this case, I must hold that the plaintiff has failed to establish its contentions.

It is likely that a useful purpose can be served in this case by stating the reasons which have led me to those conclusions; but, nevertheless, I will very briefly outline some of the reasons governing some of the conclusions I have reached:

### Court's Outline

Music Dealers Service was and is a distributing and selling agent. It does not buy and sell on its own account. There is no evidence in the case showing a refusal on the part of Music Dealers Service to sell to any one or any particular group in the trade. In fact, its purpose, as I have said, was to encourage and increase sales. Its purposes were legal, unless, as I said before, there was price-fixing or obstruction of trade.

Under the contracts Music Dealers Service was to sell at the prices and upon the terms fixed by each publisher. I must confess that the uniformity of prices of the different publishers, as listed in the catalogs of Music Dealers Service, is disturbing. It almost tends and does tend towards the belief that there was some sort of an understanding regarding prices; but to find that there was such a plan or agreement would be to find in opposition to the positive evidence in the case, and especially would such a conclusion be unwarranted when one considers the fact that there had been, for a long time and to quite a large degree, a uniformity of retail prices for popular music, and there had been the formation of Music Dealers Service, a tendency on the part of the publishers to fix their prices so that the retailer could sell at the popular prices at a profit.

As far as the evidence shows, as I have said before, each publishing concern, without collusion with any of the others, fixed its own prices, and it had the right to raise and lower them if it deemed prudent. If this be true—and the evidence does not show otherwise—then there was not any price-fixing or suppression of competition, or domination. Music Dealers Service did not publish its terms covering discount, dates of payment, and return privileges. These, however, were not inflexible. Each publisher had the right to vary them as it seemed advisable. In fact, the evidence shows that Music Dealers Service was free to do so. It followed strictly its publisher terms and that later there were many instances where each of the publishing concerns selling through Music Dealers Service varied their terms of discount and their return privileges. It is not at all uncommon for a trade to have established uniformity of discounting terms, payments and so forth; and such uniformity when reasonably exercised, is not within the condemnation of the statute.

### No Coercion

The proof does not establish my satisfaction that through domination or coercive tactics any firm was induced to appoint Music Dealers Service as its selling agent, or was induced to refrain from doing so. On the contrary, the evidence seems to show that every publisher and every publisher's dealer, Music Dealers Service, was free to appoint it as his or its selling agent, and was also free to withdraw, despite the terms of its contract.

While the governing board of the American Society of Composers, Authors and Music Publishers is in a position to exert pressure, if it so desired, I fail to find sufficient evidence to warrant any finding that the governing board of that Society so acted. Certainly I cannot, in a case of this kind, impute wrong motives or corrupt acts without evidence.

What I have briefly stated simply outlines the drawing of my conclusions on the three main issues of the case. I do not believe that anything could be gained by outlining in any degree or to any extent the evidence or lack of evidence from which my other conclusions were drawn.

The defendants in this case are entitled to a judgment of dismissal without costs, and I so order.

## Whiteman Signs Hauser To a Five-Year Ticket

Babe Hauser, formerly the Hauser Boys in vaude, has been signed for five years by Paul Whiteman.

Bill Schneider, head of Glimble Bros. radio-phonograph department in New York, heard Hauser at a Lake George, N. Y., hotel and arranged the audition for Whiteman, who promptly signed him.

## Grier Quits MCA

Jimmy Grier unit, currently supporting Bing Crosby on the Woodbury show (CBS), has gone under the management of Rockwell O'Keefe, Inc. Shift is from the Music Corp. of America.

Grier's contract with Woodbury is for 10 broadcasts.

## Bestor in Pennsy Spot

Don Bestor combo opens at the Hotel Pennsylvania, N. Y., April 5. George Olsen's band and Ethel Shutta leave on a tour. Bestor band of 16 will use Neil Buckley, Florence-Care, Maury Cross, Billy Yates and Ducky Yuntz as vocalists.

Miss Shutta will be picked up by remote control en tour for her Friday night Nestle's Chocolate commercial.

## LEAVES CONCERT FLAT

Syracuse, March 26: Temperamental outburst by Carmella Ippolito, young violinist, during a rehearsal of the Syracuse University Symphony Orchestra resulted in the guest artist's failure to appear at a concert last week. She returned, in a huff, to New York.

Late arrival of an orchestra precipitated the trouble.

## VICTOR IN SUIT, LOSER IN FACT

**Surprise Federal Court Decision Would Have Favored 9 Defendants Who Withdrew in Midtrial—Only 3 Fought It Out—Mayer the Winner in Reverse English**

## RICHMOND ON HIS OWN

Despite the verdict handed down by Judge Bryant in New York Federal court Friday (23) holding that Max Mayer had not proved that the Music Dealers Service, Inc., operated in restraint of trade, the publishers' distributing organization ceases functioning as of April 1. Only step left is to put MDS through the legal process of dissolution.

In the meantime Morris Richmond, who gave up his partnership with Mayer to become general manager of the MDS, is organizing his own jobbing company, tagging it the Maurice Richmond Music Dealers Service, Inc. Richmond will, by the end of the current week, assume ownership of MDS facilities and also of its present quarters.

For the three publishing firms that continued through the Mayer vs. MDS litigation to a verdict he will serve as exclusive selling agent and for them continue the MDS policy of selling to large and small buyers alike at one price. Richmond will also function as a general jobber, handling the merchandise of other publishers in the trade.

By the terms of the settlement agreements made between Mayer and nine of the 12 major publisher defendants which allowed them to withdraw in midtrial, these firms are under obligation to stop clearing through MDS on April 1, anyway. The nine firms represent around 90% of the business done by MDS. Remaining as charter members of the distributing outfit are the three publishers who elected to go through with Mayer's \$1,150,000 anti-trust action to a finish, namely, Leo Feist, Inc., DeSylva, Brown & Henderson and Donaldson, Douglas & Gumble.

Winup of the 18 months of litigation placed Mayer in the analogous surprise position of being both a winner and a loser. He had set out to crack up the MDS and did it by effecting the withdrawal of the organization's bulk of business support, but he failed in his purpose of forcing the dissolution of the combine by process of law. To those in the trade not entangled in the case the decision came as a surprise.

### Clean Bill for

As far as the evidence as presented by Mayer's counsel is concerned, Judge Bryant's decision serves as a clean bill of health for the MDS. The proof, he held, did not establish to his satisfaction that through domination of forceful methods any publishing house was induced to accept the MDS as its selling agent. The evidence seemed to show, the court said, that every person and firm doing business with the central distributing channel was free to appoint it as its selling agent and also free to withdraw regardless of terms of its distribution.

In commenting on the price fixing allegations made by Mayer during the trial, the judge declared that he had to admit that the uniformity of prices of the various publishers as listed in the MDS catalogs was "disturbing" and that this tended toward the belief that there had been some sort of understanding regarding prices. But, he added, there had been nothing adduced in the case to prove the actual existence of a price agreement. Each publisher member of the MDS had been privileged

## Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly.

In answer to inquiries, these plugs are figured on a Saturday-through-Friday week, regularly.

Tabulation in turn is broken down into two divisions: Number of plugs on the major networks (WEAF and WJZ of the NBC chain, and WABC, key station of CBS) along with the total of plugs on New York's two full-time independent stations—WOR and WMCA. Data obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF WJZ WABC	WOR WMCA	Total
'You Ought To Be In Pictures'.....	27	16	43
'Dancing in the Moonlight'.....	18	13	31
'Without That Certain Th'.....	22	8	30
'Wagon Wheels'.....		10	30
'Over Somebody Else's Shoulder'.....		13	29
'I Knew You When'.....		15	29
'Carolina'.....		11	28
'Thi Little Piggy'.....			27
'Let's Fall in Love'.....			26
'I Just Couldn't Take It'.....			26
'In a Shelter From a Shower'.....			25
'Ole Rose'.....			24
'How Cans'.....			24
'There Goes'.....			24
'Infatuation'.....			23
'You've Taken My Heart'.....			23

to vary his prices, dating terms and discounts as he saw fit.

One pertinent remark of the jurist had to do with the American Society of Composers, Authors & Publishers. Mayer's counsel had contended that the publisher-directors on the ASCAP board had used their member classification functions to force others to join the MDS. Judge Bryant averred in his decision that while he could see how the publisher-directors on the ASCAP board were in a position to exert this pressure he failed to find sufficient evidence to warrant any finding that they had so acted.

### MDS' Continuance Quashed?

After Judge Bryant announced his decision and read off the accompanying memorandum from the bench, David L. Podell, Mayer's trial counsel, wanted to know whether the court's ruling went so far as to sanction the continuance of the Music Dealers Service or a similar form of combination. He also inquired of the court whether, since the contending parties had previously agreed there would be no appeal from this decision, it couldn't add that the decision was without prejudice to any future proceedings which may be necessary if the defendants continue MDS and conduct it in the manner that the court indicated would be illegal.

Judge Bryant replied that he had based his decision upon the facts of this particular case, and he couldn't see why his finding would be any bar in bringing another suit against the MDS if that organization in the future did business in a way not covered by the evidence he had already heard. But he did not incorporate this thought in the decision.

During the colloquy with the bench Podell remarked that he now regretted he had defended the MDS on appeal and with the defendants' lawyers. If this decision, said Podell, is construed to mean a seal of approval upon the MDS method of doing business, then there will be nothing to prevent the defendants, despite the fact that the majority of them have agreed to dissolve the MDS, from carrying out their original purpose of eliminating the wholesaler. Under such circumstances the judge ought to make provision in his decision for the plaintiff's right to test the question in the higher courts, said Podell. His client, he added, also ought to be free under this judgment to make application for an injunction in order to present the new facts to another court. Otherwise, he declared, Judge Bryant's ruling was a sentence of death for the wholesaler.

### Podell's Last Word

Judge Bryant shut off further argument with the assertion that in his opinion no useful purpose would be served by granting Podell's request. To Podell, however, went the parting remark. He said that he was sorry that his client was

## 18 Balto. Niteries, 8 With Floor Shows; Expect Big Summer

Baltimore, March 26.

Extent repeal has hyped niterie biz in this locality can be gleaned from the fact that more spots are in operation currently than during any prior period.

The strictly indie niteries are jubilant over current biz and what it omens for the post-Easter period. Of the 18 spots now lighted, eight have floor shows, with a trio of others scheduled to add acts after Easter. Indications for suburban roadhouses this summer are also bright. In years. All available locations have been snatched up, while a number of downtown places are priming to attempt to stich through the hot months, a new local wrinkle.

## EXPECT HEARING SOON ON PUBLISHERS' CODE

John G. Falne, chairman of the Music Publishers Protective Association board, was advised last week by the publishing trades code authority that it was speeding up the adoption of a covenant for the sheet music industry. As the first step in this direction the code authority, said the letter, would set an early date for a hearing on the merged pop and standard publishers' document.

Popular faction's revised code has been in NRA hands for over four months. Standard publishers were told about five months ago that they would have to merge their rules and regulations with those of the pop end of the business, and it is this consolidated code which has been on file in Washington for almost two months.

barred from taking the questions up on appeal, and added, "But I assume that sooner or later, if these gentlemen persist in the course of which we have complained there will be some way of testing them."

As for Mayer himself, there is no desire for further litigation. Mayer let it be known after the judgment had been handed down that he was tired with suits and trials. He had been solidly interested in restoration of publisher-jobber relations as they were before the organization of MDS.

Day after the closing of the trial Mayer offered Maurice A. Richmond, now general manager of the MDS, to resume his half interest in the Richmond-Mayer Co.

Upon receiving the favorable court decision, MDS directorate decided to make a survey of the situation. Joint decision to dissolve followed.



# BACK AGAIN!



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